

# Leveraging Your Membership

## BUILD YOUR NETWORK

- **Practice and Industry Groups** – participate in WLG’s practice and industry groups and encourage other lawyers in your firm to do the same.
- **Maximize member firm visits** – when a WLG member firm lawyer visits your firm, introduce them widely within your firm and make introductions to clients. Demonstrate to clients that you’re knowledgeable about their business and capable of meeting their international needs. When visiting another member firm, ask for introductions.
- **Young Lawyer Initiatives** – get your senior associates and junior partners involved in WLG’s young lawyer initiatives such as Regional Conferences, the International Exchange Program and the Global Internship Program. Through these initiatives, they can start to build their own relationships and develop their own business.
- **Non-WLG events** – let the WLG staff team know when you are attending an industry conference or event so they can plan a gathering of WLG colleagues. If an international event is being held in your jurisdiction, consider hosting a gathering of WLG colleagues at your firm’s offices.

## BROADEN AWARENESS WITHIN YOUR FIRM

- **Spread the word** – include information about WLG and its benefits in your firm’s internal newsletter and on your firm’s portal. Give presentations about WLG to other lawyers in your firm to let them know that the membership is a firm-wide resource.
- **Strategic planning** – incorporate WLG into your firm’s long-term strategic plan.
- **Recruitment** – demonstrate your firm’s global access and use WLG as part of your firm’s “sales pitch” in the recruitment process.
- **Orientation** – include highlights and benefits of WLG in your firm’s training and orientation program for new trainees and lateral hires.
- **Referrals** – reinforce the ROI of your membership by sharing your firm’s WLG referral activity within your firm. Sharing referrals made to other WLG member firms reminds your firm’s lawyers of your international capabilities and connections.
- **Administrative contact** – assign an administrative contact (whether that’s your assistant or a member of your firm’s Marketing & Business Development team) to help you manage your WLG relationship by tracking referrals and keeping WLG regularly informed about your firm’s activities.

# Leveraging Your Membership

## BETTER SERVE YOUR CLIENTS

- **RFPs and client pitches** – involve other WLG member firms in your responses to RFPs and pitches for multinational companies. They may have valuable insights into the prospective client’s local operations and have knowledge of local legal and business issues, which gives your firm an edge by demonstrating an understanding of the client’s global needs.
- **Free hour of service** – take advantage of WLG’s free-hour rule: enquiries requiring less than one hour of legal time for a particular matter will be provided as a courtesy.
- **Success stories** – demonstrate your international strength and capabilities by showing existing and potential clients what you have accomplished for other multinational clients.

## EXCHANGE KNOWLEDGE, INFORMATION AND IDEAS

- **Create resources** – collaborate with other member firms on legal articles or comparative law guides to share with current or prospective clients.
- **Exchange speaking opportunities** – when organizing a client seminar or webinar or a panel for an industry conference, consider including lawyers from other WLG member firms to provide a multinational perspective. If visiting another WLG jurisdiction, reach out to the member firm there to offer your availability to speak.
- **Member Firm Leaders’ Summit** – get your managing partners and other member firm leaders to share management experiences and new ideas with other member firms for the benefit of your firm and your clients.
- **Marketing/Business Development Professionals Forum** – it’s not just the lawyers and firm leaders who can benefit for your membership, your marketing and business development professionals can share ideas and exchange best practices with other professionals within WLG.
- **Shared content** – post your firm’s legal updates on [www.theworldlawgroup.com](http://www.theworldlawgroup.com) for inclusion in WLG’s practice and industry group eBulletins.