



MARKETING & BUSINESS DEVELOPMENT LEADERS BOARDROOM



OVERVIEW






Designed exclusively for Canadian-based marketing, business development, and sales leaders, the Marketing & Business Development Leaders (MBDL) Boardroom **focuses on the unique challenges and opportunities of leaders who are responsible for growth, strategy and managing direct reports.** The MBDL Boardroom provides these leaders a forum for energetic and strategic conversation augmented with presentations by industry-thought leader on marketing and growth strategies.

All discussions at the MBDL Boardroom are confidential. The Boardroom is a perfect fit for leaders whose organizations span the spectrum from classic marketing and communications to client-facing functions.

MBDL BOARDROOM TOPICS

- Clients' perspectives ("Voice of the Client")
- Revenue strategy, sales process, and pipeline management
- Teamwork between "traditional marketing" and client-facing parts of the department
- Collaboration with other departments
- Account-Based Marketing and Sales
- Revenue-enabling technology, including AI
- Data analytics and strategies for reporting ROI
- Professional training, coaching, and engagement
- Staff development
- Career advancement
- Leveraging your network of professional contacts
- "Product" development
- Managing up

MBDL BOARDROOM EXCLUSIVE MEMBERSHIP PROVIDES:

-  **Fresh Ideas**
Cutting-edge best practices from those on the front lines
-  **Frameworks and Tools**
New ways of thinking and doing to tackle tough problems
-  **Curated Content**
Current content synthesized to that which is most relevant
-  **Expert Industry Analysis**
Guest speakers and workshops equipping you with confidence to act
-  **Peer-to-Peer Exchange**
Supportive peer community



TYPICAL TITLES of MBDL BOARDROOM MEMBERS:

- Chief Strategy Officer/Director
- Chief Marketing Officer/Director
- Chief Sales/Business Development Officer/Director
- Chief Client Officer/Director
- Strategic Account/Key Client Leader/Director
- Chief Innovation Officer/Director
- Industry or Practice Group Director/Leader

2024 BOARDROOM MEETINGS and MEMBER BENEFITS

- Four meetings per year: two in-person 1.5-day meetings and two 2-hour virtual meetings
- Strong peer-to-peer interactions between meetings, including a private LinkedIn Group
- One-year complimentary membership to the Legal Sales & Service Organization (LSSO—legalsales.org)
- Option to designate an alternate/back-up leader contact for schedule conflicts

BOARDROOM FACILITATORS

Industry pioneers who have created and managed brand-new marketing and business development departments; served as chief marketing and business development officers at large law and accounting firms; pioneered the creation of client-facing roles for law firm client-development professionals; exceeded personal, departmental, and firm-wide revenue quotas; and written and presented around the world on the topic of firm marketing, business development, and sales.



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MBDL BOARDROOM FIRM MEMBERSHIP APPLICATION

Membership Entitles Your Firm to:

- Attend up to 2 virtual and 2 in-person meetings per billing cycle
- Receive program materials distributed at meetings and any Boardroom meeting notes
- One-year complimentary membership to Legal Sales & Service Organization (www.legalsales.org)

FIRM INFORMATION:

Firm Name:

Billing Address:

City, Province, Postal Code:

PRIMARY CONTACT: *(this contact will be recognized as the billing contact)*

First Name

Middle Initial

Last Name

Preferred Name

Title:

Telephone:

Email:

Office Address:

City, Province, Postal Code:

ASSISTANT NAME:

Telephone:

Email:

BILLING INFORMATION

- \$3,950 CAD/year (Once this form is submitted, an invoice will be generated and emailed)
- Billing cycle: January 1 – December 31
- This is an annual membership. Refunds (full or partial) are not given for missed meetings. Please plan to send a delegate (most senior on your team) if you are unable to attend a scheduled meeting.
- Membership automatically renews on January 1 unless written notice is received

By signing this membership application, you are stating that you are authorized to sign on behalf of the firm/organization listed above; an invoice will be emailed to you.

Signature:

Date:

PLEASE RETURN COMPLETED FORM:

By MAIL: Partners in Business Development
PO Box 21021 RPO
Charleswood
Winnipeg, MB R3R 3R2

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Partners
in Business
Development

LawVision
CREATING COMPETITIVE ADVANTAGE