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MACKRELL
INTERNATIONAL

Making the **most** of

Mackrell International



International Law
Network

Global **Expertise**
Local **Influence**



Global **Expertise**



MACKRELL
INTERNATIONAL

Mackrell International

Your firm is a member of Mackrell International - one of the world's leading networks of independent law firms.

Membership enables you to provide your clients with legal services at home and abroad.

With more than 90 member firms in 170 offices located in 60 countries, MI gives your clients access to 4500 lawyers worldwide providing a seamless legal service wherever your client needs it.

This publication explains a variety of ways that your firm, its key contacts, and each individual lawyer, can get the most from participating in **Mackrell International**.



MI gives us the right platform to enhance our flexible, value-based legal solutions for clients by using like-minded lawyers across the world

Simon Davidson, Australia

There are two main forms of investment which bring tangible results:

- 1 Participating very actively in the life of the network and especially in the AGMs and Regional Meetings to maximize networking opportunities
- 2 Enhancing the profile of your firm internationally by using MI, among other methods, as a marketing vehicle and a business development tool

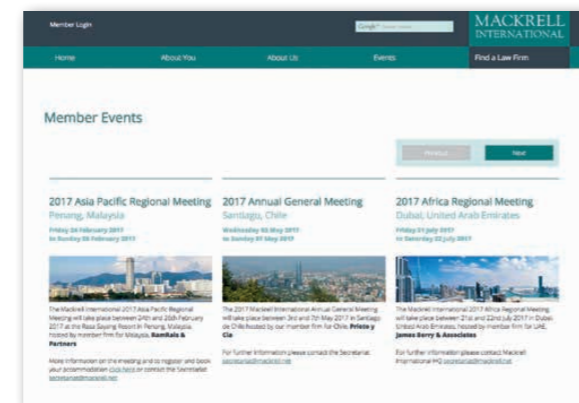
Get Networking!



MI meetings are listed on the **International Events page** on the website. Note the upcoming dates in your diary now. Find out when and where upcoming meetings are taking place and register online. Check out the online delegate list ahead of time to see who is attending.

Regular attendance at MI meetings is the most productive way of networking and gaining new business. You will meet delegates from other member firms, prospective clients, MI management and staff and Regional MI Business Development Managers.

Ensure your firm is represented at every AGM and your own Regional Meeting. It is a requirement of membership to attend at least one meeting per year. Whenever possible attend other Regional Meetings as well to expand your referral network.



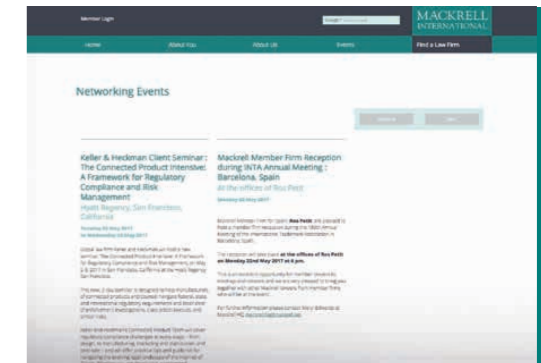
“

We had the privilege of getting to know so many excellent international lawyers whilst attending the Mackrell International AGM in Sweden

Evan Husney, Colorado

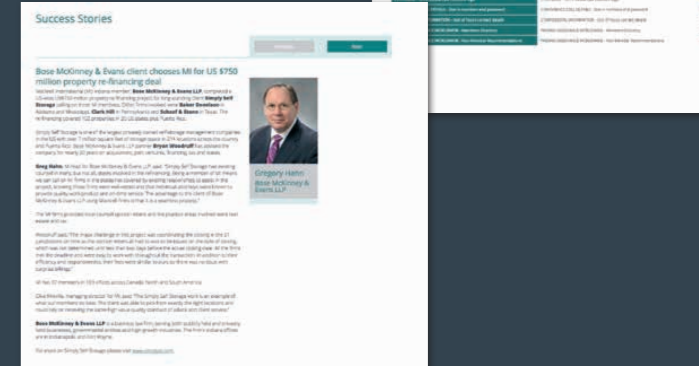
MI also holds networking events and receptions at IBA meetings and Industry and Practice Events. Look at the **Networking Events page** on the website to view upcoming events.

- Take part in, sponsor or organise client seminars, webinars and similar ventures in the joint name of your firm and the MI network.
- With the assistance of your Regional Business Development Manager consider joint pitching with other firms to key clients.
- Identify which countries send significant trade to your own country and discuss potential target clients with the local member firm. Foreign Direct Investment (FDI) statistics may be useful for this purpose; are you working with the members from those countries?
- Pick up the phone to talk with MI members who you have not yet had the chance to meet in person.
- Visit MI firms whenever you travel to another Country or State.
- Join the MI LinkedIn groups.
- Encourage regular participation in your regional Young Lawyers Group and the various Practice Groups.



Making the best use of the MI website

Member Login



How?

Make sure you are visible to other members and potential clients.

The search facility, the member firm list, and/or the interactive map can be used to find 4500 lawyers worldwide.

Ensure your firm overview is up to date, listing lawyer specialities and practice areas - **the search facility on the MI home page cannot work for your firm if you have not included the information!**

It does not stop there. To find trusted legal assistance where we may not currently have an MI member, view the non-member recommendations list in the members secure section. Ask Mackrell HQ to send a "shout out" email to our members to assist.

Regularly update your firm profile, lawyers specialities and biographies.

Appoint an administrator in your firm to manage the updates. Admin user log in details are available from Mackrell HQ. In the MI website Members Secure Section look for our **MI Website Best Practice Guide** which shows how to best enhance your firm and lawyer profiles.

Ensure the contacts include at least the members of your firm who are attending meetings and participating in MI. Have a minimum of three main contacts listed.

Provide Mackrell HQ with details of your "Success Stories" highlighting joint or common business deals secured thanks to other members. Raise your profile on the front pages of the website with members and potential clients alike. A template is available on the website.



Members Only Secure Section

Make sure everyone in your firm knows how to access the Members Only Secure Section where detailed membership information is uploaded: It's just so easy to access

Username: Mackrell
Password: Mackrell

In this section you will find:

- Up to date Business Development news from your Regional BD Manager
- Downloads of all of our publications, logos, directories and presentations
- Webinar links
- Member firms out of hours contact information for emergency cases
- Non-member recommended lawyers outside of Mackrell jurisdictions
- Past meeting information minutes
- Practice Group and Young Lawyer sections
- Access to our online directory, meeting registration and referral reporting databases
- Instruction sheets for referral reporting

Top of Mind Awareness

Take Action

Place the MI logo on your business cards, brochures and headed paper. Mackrell HQ can provide examples and artwork.

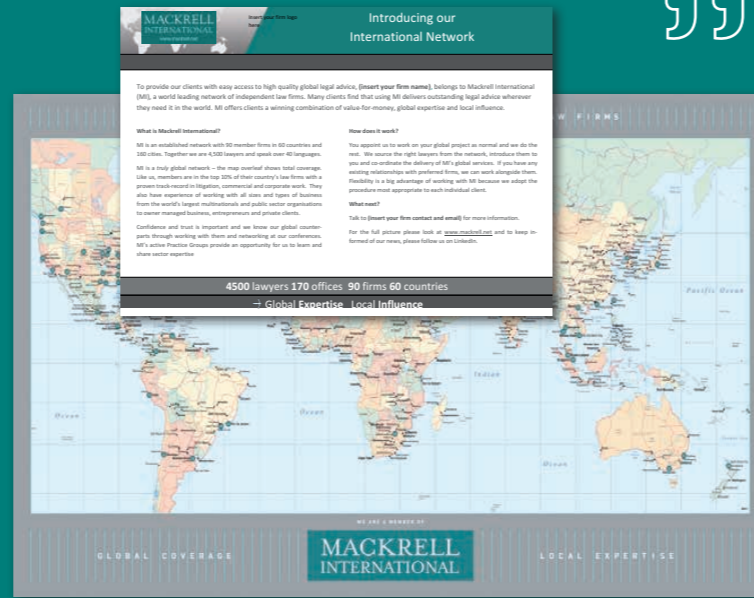
Use a clickable MI logo in the footer of your emails.

Ensure that the Mackrell wall map is displayed prominently in your offices - extra copies are available for board rooms and branch offices - ask Mackrell HQ for an updated map from time to time.

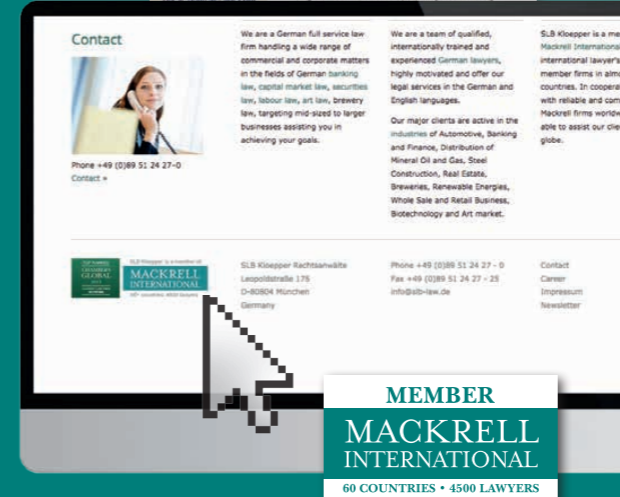
Order a Mackrell banner to display in your offices or take it along to outside events and functions where you can promote your worldwide presence.

Make the Mackrell Members Directory available to your clients - you can always ask Mackrell HQ for extra copies.

Provide your clients with a personalised copy of our One Page Introduction to Mackrell International. It is available from Mackrell HQ or on the MI Website Secure Section. Ask your marketing team to translate it, print locally and hand it out at seminars and client events.



The more you put in, the more you get out
Gunnar Hjertquist, Sweden



Stress to your clients that you can handle international matters using past examples of where multiple MI firms have handled affairs. Mackrell HQ and your Regional BD Managers can assist in providing information.

Organise joint meetings (client, originating firm and the acting firm) to develop the relationship.

Organise client seminars, webinars and similar ventures, in the joint name of your firm and the MI network.

Keep your clients updated about the network, its capabilities and recent growth. Add the MI logo and details to your press releases.

Include references to Mackrell International in your client newsletters and report to your clients that you are making legal contacts worldwide.

Co-branding your Website with Mackrell International

Highlight on your own website that you belong to a top 10 international network.

Give an explanation on your site of what MI represents, expanding on the benefits your membership of Mackrell International provides for your clients.

Create a link from your website to the Mackrell video. You can also obtain stills or extracts from the video to include in your own firm presentations.

Place a one click link to the Mackrell International website in a prominent place on your firm website, preferably on the home page or create a separate International page and ensure that your website has an English translation

Practice Groups

MI has many practice groups with a collective membership of over 1000 lawyers. The practice groups provide an unparalleled resource for members to learn about developments in their practice areas globally.

The velocity of change in the law has never been greater. The ability to rapidly identify trends allows Mackrell's membership to better

position themselves for the future. Mackrell member firms' clients benefit from having a well-informed outside counsel that can handle almost any issue anywhere in the world. Mackrell's practice groups are also a valuable tool for business development. Mackrell member firms routinely collaborate on client educational and marketing opportunities.



Antitrust & Competition

Arbitration & Mediation

Bankruptcy & Insolvency

Construction

Employment

Energy and Natural Resources

Environmental

Estates and Trusts

Family

Global Privacy & Data Security

Hospitality, Travel & Tourism

Immigration

Insurance

Intellectual Property

Litigation

M & A

Real Estate

Regulatory

Technology

White Collar Crime

Member Login MACKRELL INTERNATIONAL

Home About You About Us Events Find a Law Firm

Practice Groups

Each MI Practice Group represents a centre of global excellence in its specific area. Lawyers in these groups work together on client assignments all over the world – see [Success Stories](#) - to exchange best practice and develop a shared response to emerging trends to share with the clients, the groups also regularly meet in person and online. They will also respond to significant world events with a global impact such as environmental disasters. Some groups hold complimentary webinars that you are welcome to join.

Please email secretariat@mackrell.com to register your interest.

If you're after a particular expert in a particular country or countries, please contact the group leader who will be happy to put you in touch with the right person.

[Practice Groups list of leaders and participants](#)

Antitrust & Competition	Arbitration & Mediation
Bankruptcy & Insolvency	Construction
Employment	Energy and Natural Resources
Environmental	Estates and Trusts
Family	Global Privacy & Data Security
Hospitality, Travel & Tourism	Immigration
Insurance	Intellectual Property
Litigation	M & A
Real Estate	Regulatory
Technology	White Collar Crime

“Between them, Mackrell International firms have greater strength and depth than even the largest global law firm”
Paul Heyburn, Head of MI's Practice Groups

Webinars

Practice group members have presented to clients in person and, increasingly, via webinar. Mackrell's practice group programs offer an excellent opportunity to tout the expertise of the network, its member firms, and the participating attorneys to thousands of current and prospective clients.

Clients have welcomed the practice groups' efforts as a valuable resource to stay current on legal developments that affect the profitability of their companies.



LITIGATION PRACTICE GROUP WEBINAR

Mackrell International member firms invite you to attend a complimentary recorded webinar presented by the Litigation Practice Group of Mackrell International.

Program Title: "Rein in the Reptile - Methods to Combat the Reptile Trial Strategy"

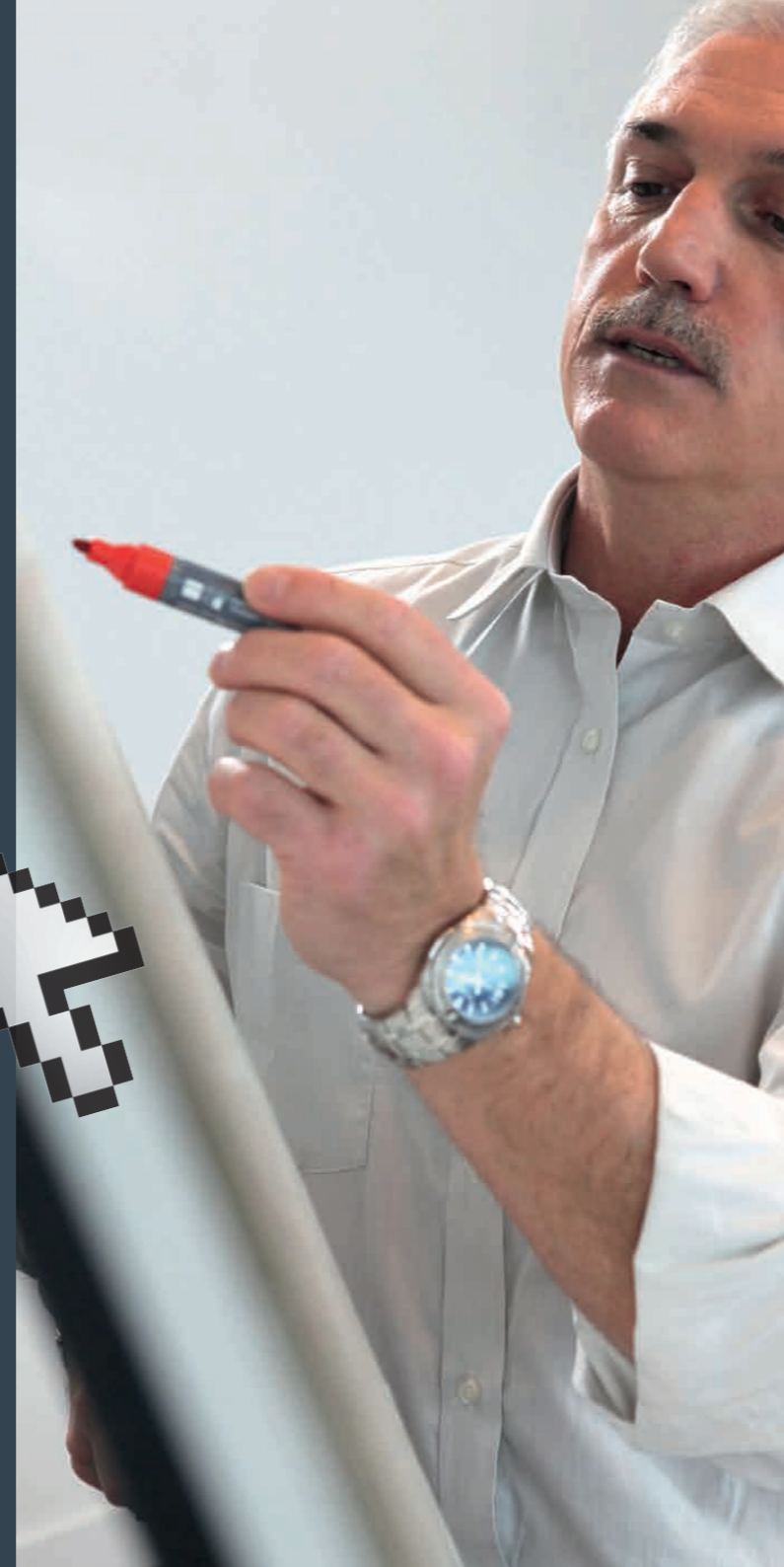
Moderator
Paul Heyburn, Mehaffy Weber Houston, Texas [View Biography](#)

Presenter
Barbara Barron Mehaffy Weber Houston, Texas [View Biography](#)

Presenter
Gregory Bergman Bergman Dacey Goldsmith Los Angeles, California [View Biography](#)

Presenter
James W. Bryan Nexsen Pruet, PLLC Greensboro, North Carolina [View Biography](#)

Sponsors:
BDG
KAEMPFER
CROWELL
KRAEMER BURNS, PA
MEHAFFY WEBER ATTORNEYS
NEXSEN PRUET



Young Lawyers



MI operates three 'Young Lawyers' groups worldwide (EMEA, The Americas and Asia Pacific). Each group meets at least once per year in order to exchange best practice, undertake training sessions and, most importantly, get to know each other personally.

The definition of a 'Young Lawyer' is flexible as, in our experience, much will depend upon the structure of the member firm and the individual themselves; as a guide, a lawyer who is an associate or junior partner within your firm who is seen as a rising star should be encouraged to participate.

Not only are the Young Lawyers encouraged to build strong personal relationships between them which helps to build the relationships between member firms and within the network, they are also encouraged to share their jurisdiction's peculiarities with each other in order to assist client relationships.

Many firms are also open to the possibility of Young Lawyer exchange opportunities.

We have created a hugely successful association over the years, in order to ensure that this continues it is vital that we involve our young lawyers – they are our future!



Participation in the Young Lawyer's groups is a great introduction to the network as a whole; whether you just attend the young lawyer's meetings or participate in everything Mackrell has to offer, you will always be welcome!

Donna Martin, EMEA Young Lawyer

Developing New Business



The more you put in, the more you get out!

As a member of Mackrell International, you have direct access to your Regional Business Development Manager, who will help facilitate business development opportunities within your region and across the network.

You are actively encouraged to participate in regularly organised business development calls between like-minded firms and colleagues in your region, during which you will have the chance to contribute your ideas and work together with other members to identify and implement business development initiatives.



Helping retailers to expand in Europe

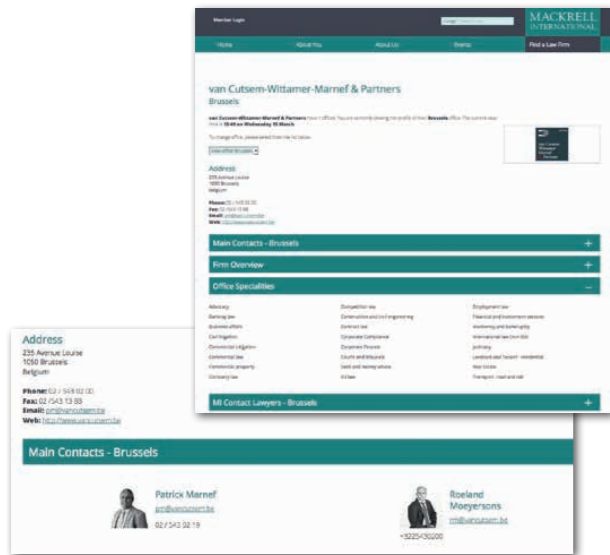
MI's brochure outlining the network's experience and expertise in the European Retail sector.

Available as a ready printed brochure from MI headquarters or as a template for modification for use in your local market.

Members are encouraged to be proactive and fully involved in MI's multi-faceted approach to Business Development, which focuses on:

- 1 - Excellence in CRM and the cross-selling potential that focusing on these relationships can yield;
- 2 - Lead generation activities which raise the profile and highlight the expertise of your firm and the network;
- 3 - Full Internal Engagement across your firm, ensuring that all partners are aware of your Mackrell membership and are well informed of the benefits and global coverage MI represents;
- 4 - Building a library of Business Development Support material and information, demonstrating MI's value proposition to potential clients, prospective new members and each other;
- 5 - Training in general business development 'soft skills', key Mackrell USPs and other topics specific to each region. As a valued MI member, your views, your needs and your ideas are vital in shaping our activities. The more you put in, the more you get out!

What **You** can do **Now**



Double check that you have maximum information on your firm page on the MI website.



Follow the advice on page 8 to keep MI "Top of Mind Awareness" with your clients.



Bring MI to the attention of everyone in your firm by holding a Mackrell Awareness Day or by presenting information at a Partners Meeting or retreat day. Ask Mackrell HQ for materials you can use.



Send your lawyers a link to the Mackrell video on the MI website.



Download the Mackrell presentation and introduce your lawyers to the networking and business development possibilities.



If our Managing Director, Chair or your Regional International Committee members are travelling to your area ask them to visit and make a presentation.



Introduce every lawyer in your firm to the MI website and the Members Only Secure Section.



Create your own internal video to promote and explain MI to your colleagues.



Make sure YOU and your lawyers are visible on the website.



Ensure that every lawyer in your firm has the Mackrell Directory on their desk.



Regularly update your colleagues on MI Business Development projects and give post meeting reports whenever you return from MI meetings.



Ask every lawyer in your firm to join an MI Practice Group - they are all listed on the website with the leader's contact details.



Encourage your firm's Young Lawyers to join the regional Young Lawyer groups - details on the MI website



Join the periodic regional conference calls hosted by our Managing Director and Business Development Managers

Watch Our **Video**



Members Directory
2017 Edition

MACKRELL
INTERNATIONAL

An **international network** of independent **law firms**

Mackrell International is one of the world's leading networks of independent law firms. Membership enables our members to provide their clients with legal services at home and abroad. With 93 member firms in 170 offices located in 60 countries, Mackrell International gives clients access to more than 4500 lawyers worldwide providing a seamless legal service wherever the client needs it.

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Referrals, the ultimate test

The best possible way to know if MI is working for its members is to be aware of the value of referrals that are being generated.

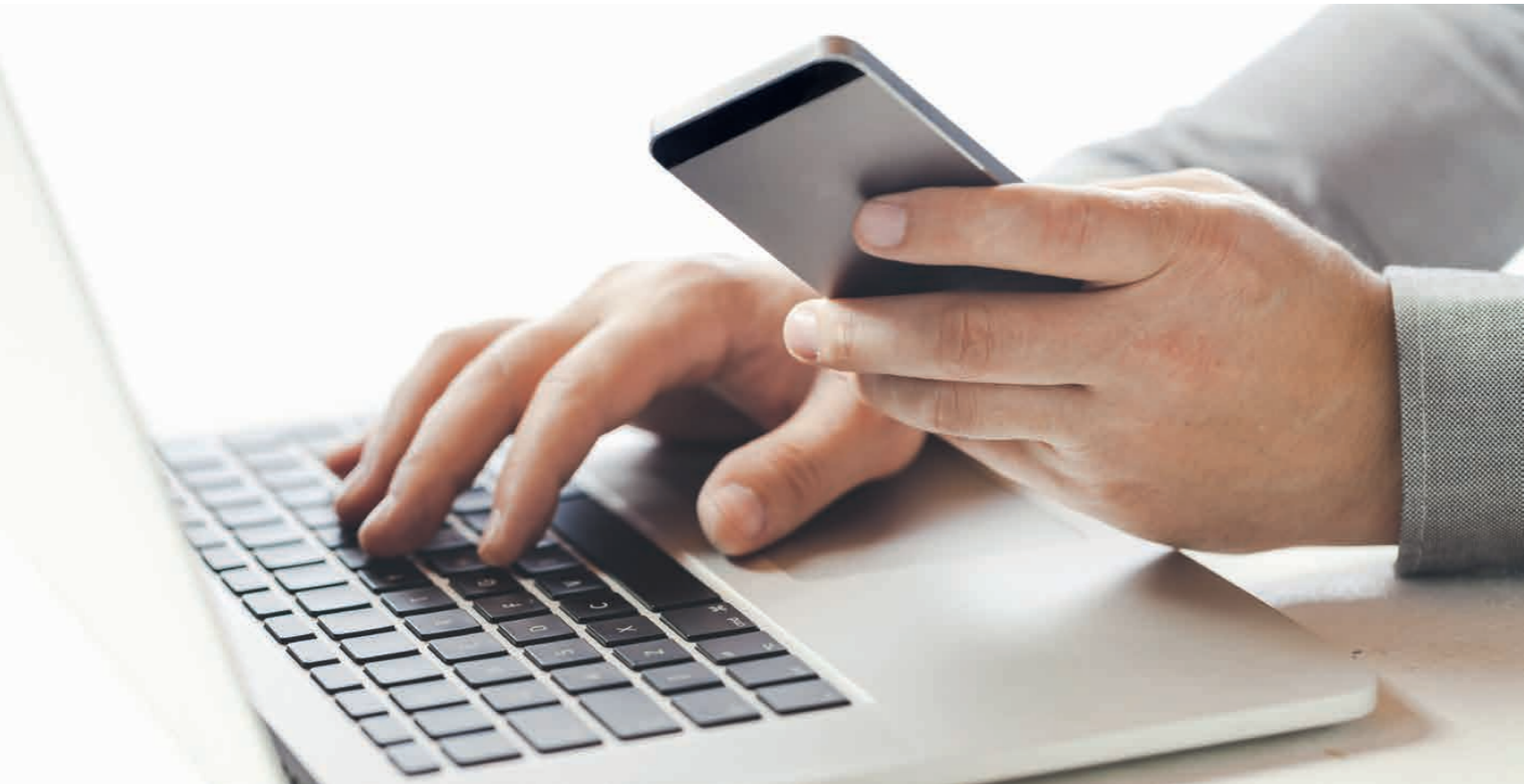
Undertake a systematic analysis of what business comes in and goes out of your firm

All the information you need to be able to report your firm's referrals along with suggested internal recording systems can be found in the Members Only Secure Section of the website.

Use the MI referral reporting section on the website to input this information twice a year. This is an obligatory requirement for members and vital for MI.

Check that you have made the right links with the right lawyers to ensure that your firm gets the business.

Ask the MI Managing Director to review your current referral situation if it appears unsatisfactory. If MI is not working for you, then you are entitled to ask why. We will look into it.



MI Online Referrals Main Site Dashboard Dashboard Add Incoming Incoming Summary Add Outgoing Outgoing Summary Logout

Dashboard

Add Incoming referrals

Add Outgoing referrals

View Incoming referrals summary

View Outgoing referrals summary

Summary

Entire Year - 2016 Change Reporting Period

Total value of all referrals: \$ 4455810.00

Regional Transfer

Region	Total # of Referrals	Value of X	Value of NC	Value of N-EC	Value of E-EC	Value of ALL
AM to AM	199		\$ 784975.00 (45.04%)	\$ 635892.00 (89.91%)	\$ 237848.00 (11.86%)	\$ 1658715.00 (37.23%)
AM to AS	11		\$ 26988.00 (1.55%)			\$ 26988.00 (0.61%)
AM to EMEA	24		\$ 25761.00 (1.48%)	\$ 0.00 (0%)	\$ 430272.00 (21.45%)	\$ 456053.00 (10.24%)
AS to AM	10		\$ 3993.00 (0.23%)		\$ 168728.00 (8.41%)	\$ 172721.00 (3.88%)
AS to AS	13		\$ 4740.00 (0.27%)	\$ 17880.00 (2.53%)	\$ 91600.00 (4.57%)	\$ 114220.00 (2.56%)
AS to EMEA	9		\$ 126011.00 (7.23%)		\$ 6246.00 (0.31%)	\$ 132257.00 (2.97%)
EMEA to AM	19		\$ 67285.00 (3.86%)		\$ 60885.00 (3.04%)	\$ 128170.00 (2.88%)
EMEA to AS	13		\$ 14409.00 (0.83%)	\$ 6840.00 (0.97%)	\$ 16696.00 (0.93%)	\$ 37945.00 (0.85%)
EMEA to EMEA	101		\$ 883093.00 (39.19%)	\$ 48615.00 (6.59%)	\$ 993451.00 (49.53%)	\$ 1723159.00 (38.67%)

Area of Law

Category	Total # of Referrals	Value of X	Value of NC	Value of N-EC	Value of E-EC	Value of ALL
Civil	10		\$ 9027.00 (0.52%)		\$ 267.00 (0.01%)	\$ 9294.00 (0.21%)
Corporate	116		\$ 295249.00 (16.94%)	\$ 97317.00 (13.76%)	\$ 246925.00 (12.31%)	\$ 639491.00 (14.35%)
Debt	9		\$ 9569.00 (0.55%)	\$ 818.00 (0.12%)		\$ 10387.00 (0.23%)
Employment	35		\$ 26963.00 (1.55%)	\$ 403.00 (0.06%)	\$ 112004.00 (5.58%)	\$ 139370.00 (3.13%)
Intellectual Property (I.P.)	34		\$ 19315.00 (1.11%)	\$ 35830.00 (5.07%)		\$ 55145.00 (1.24%)
Litigation	95		\$ 914064.00 (52.45%)	\$ 54609.00 (7.72%)	\$ 852964.00 (42.51%)	\$ 1821337.00 (40.88%)
Mergers and Acquisitions	10		\$ 174676.00 (10.02%)		\$ 371219.00 (18.51%)	\$ 545895.00 (12.25%)
None	38		\$ 0.00 (0%)			\$ 0.00 (0%)
Other	49		\$ 142229.00 (8.16%)	\$ 14900.00 (2.11%)	\$ 374859.00 (18.68%)	\$ 531788.00 (11.93%)
Real Estate	30		\$ 139524.00 (8.01%)	\$ 302688.00 (42.8%)	\$ 374859.00 (18.68%)	\$ 442212.00 (9.92%)
Regulatory	12		\$ 12197.00 (0.7%)	\$ 200662.00 (28.37%)	\$ 48032.00 (2.39%)	\$ 260891.00 (5.86%)

What Firms are Receiving...

This report lists destination firm based on INCOMING data (reported by destination firm)

Country	Firm	Total # of Referrals	Value of X	Value of NC	Value of N-EC	Value of E-EC	Value of ALL
Australia	Hive Legal Pty Ltd	5		\$ 3672.00		\$ 9400.00	\$ 13072.00
Austria	Schuppich Sporn & Witschhofer Rechtsanwälte	3		\$ 0.00			\$ 0.00
Belgium	van Ootsem-Wiltamers-Marnet & Partners	20		\$ 26475.00	\$ 1959.00	\$ 13700.00	\$ 42134.00
Brazil	Castro, Barros, Sobral, Gomes - Advogados	27			\$ 35830.00		\$ 35830.00
Bulgaria	Debrev & Lyutskanov Law Firm	1				\$ 4551.00	\$ 4551.00
Canada	Lindsay Kenney LLP	13		\$ 0.00	\$ 0.00	\$ 9982.00	\$ 9982.00
Canada	Macdonald Sager Manis LLP	30		\$ 23371.00	\$ 327483.00	\$ 39979.00	\$ 390833.00

“Many of MI's smaller firms are those sending out and receiving high value referrals”
 Elaine Lister,
 Finance Manager, MI



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