

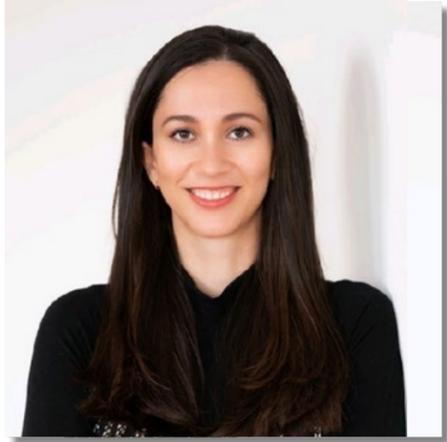
Beyond the Cocktail Party – Marketing Your Firm Through Your People

A Modern Approach to Law Firm Recruitment

NALP Webinar - November 7, 2024



About us!



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Founder & CEO Ready
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**Nancy
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Director of Attorney
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Fried Frank

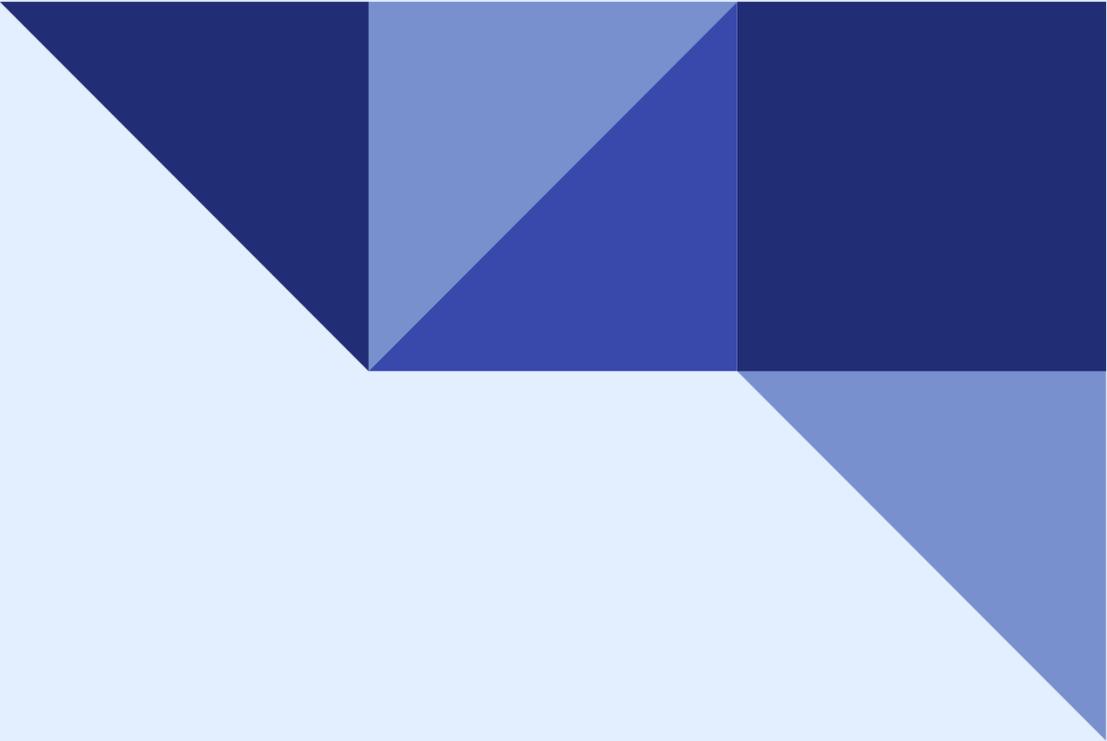


Natasha Zech

Director of Attorney
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Why This Topic Matters Now

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- **Firms must now create the engagement themselves**
- Law students today are **seeking more than just out-of-the-box marketing**
- **Easier than ever for candidates to consume information about firms, making differentiation crucial.**



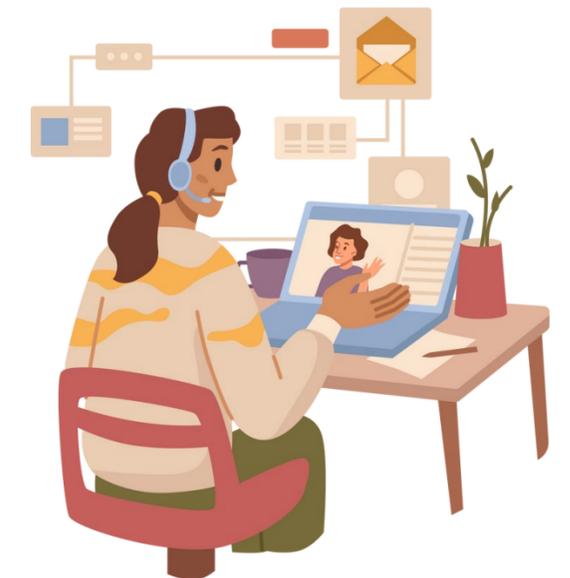
The Shift: Moving Beyond Traditional Recruitment

Traditional Recruitment Methods

- Static law firm profile
- On-campus cocktail party
- Interview pipeline at OCI (+ hospitality suite)

Modern Recruitment Methods

- **Focus on quality over quantity**
- Consistent messaging
- Memorable experiences
- Engaging Content





Consistent Messaging

Internal & External!

Why Consistent Messaging is Important

Modern approach to recruiting requires **multiple touchpoints** - content, small engagements, interviews, and others.

Consistent messaging is key to establish a strong brand and **hire the right students for your firm** (not just any students).



Be Specific!

Details matter and are more memorable than website materials on benefits and programs.

- Baseline benefits such as parental leave **are no longer differentiators.**
- What sets your firm apart are **stories of impact**, such as:
 - Specific deals/cases
 - Anecdotes of how attorneys treat each other
 - How your benefits/programs have had an impact on an attorney's experience
- Use storytelling, videos, and easily-consumed content to bring your firm's unique culture to life



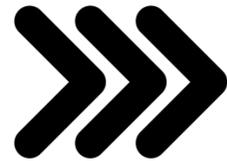
Examples

Hard-working firm with high-profile work



Culture of smart, hard-working people - opportunity to do top-notch work, work with the best, and learn early in your career. Stepping stone to top exit opportunities.

More laid-back culture
(but still work hard)



You'll work hard and we hold our associates to high standards, but within a more relaxed environment

"One Firm" culture



Provide opportunity to work across offices for a variety of work and people, including internationally



Examples

Exit opportunities



Where have your alums landed? Highlight alums directly!
Alumni programming?
Support for associates looking to go in-house?

High-profile matters



Specific examples of recent deals/cases
Anecdotes from the attorneys on those matters

More collegial and laid-back culture



Specific anecdotes of support for associates (e.g., limiting hours after a high month, positive reinforcement/feedback from partners)
Typical evening/weekend work

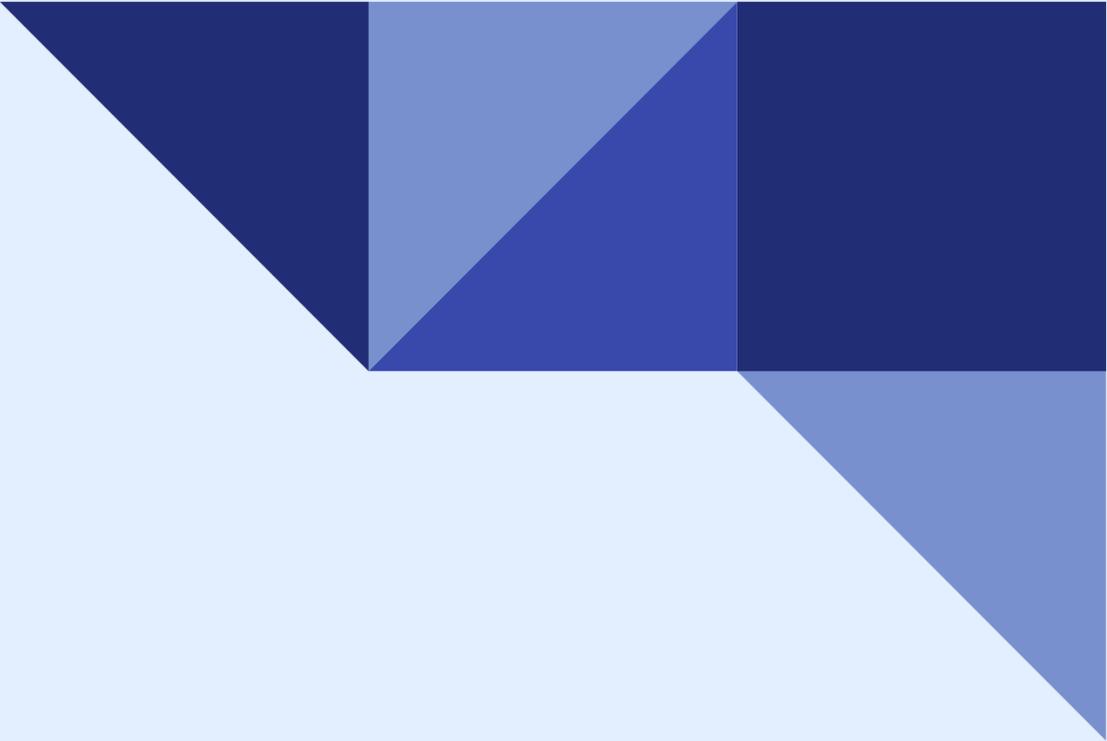


How to Execute on Consistent Messaging

- Leadership buy-in
- Individuals who can tell their story
- Curating to the candidate
- Messaging “playbooks”
- Learn from your own people!

Case Studies

- **Understand and be true to your brand**
 - Silver linings, not fairy tales
 - Different things appeal to different people
 - Curate schedules and involvement at every stage
- **Preparing teams for success**
 - Creating easy “opt outs” and “opt ins”
 - Preparing attorneys on recruiting basics/timelines
- **Vision depends on leadership, and that can change**



Creating More Memorable Experiences

Smaller, high-quality engagements are more memorable for candidates than large events or static profile/brand marketing

Examples:

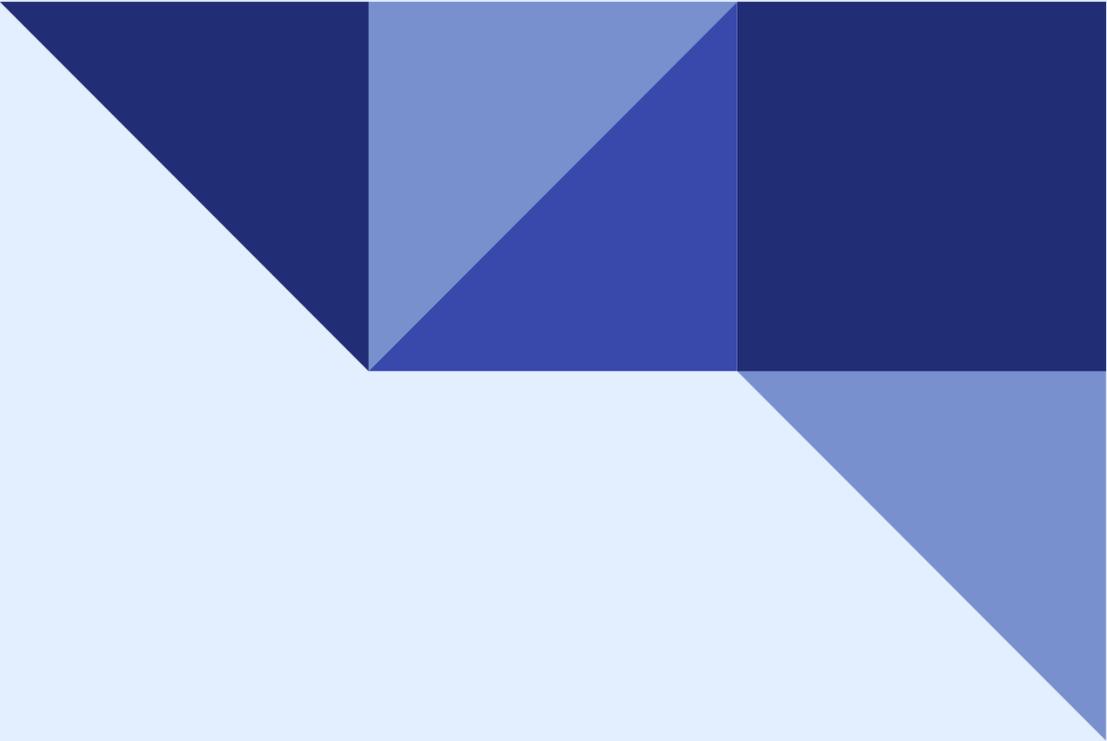
- **Small group dinner or lunch on campus** with students interested in the firm via a specific student group
- Virtual programs allowing for **personal engagement** based on practice area
- **One-on-one coffee meeting** between partner and student with specific interest/experience in that area
- **Inviting students to visit the office** and meet attorneys and recruiting team, visit barista bar, etc



Also to provide you another update on how useful the networking showcases were. I met one of the [REDACTED] attorneys in the breakout rooms during the [REDACTED] showcase and he connected me with their legal recruiter who came to campus last week with some of their Texas attorneys who took me and some other students out to dinner! Other students had to bid for the spot, so I was honored to have the pre-invite from the connection I made on that call. [REDACTED]

Case Studies

- Campus participation outside of formal recruiting events
- Reaching diverse populations through student groups
- Inviting students to the office outside of interview context
- Leverage your past, present, and future



High-Impact and Consistent Content

High-ROI Content

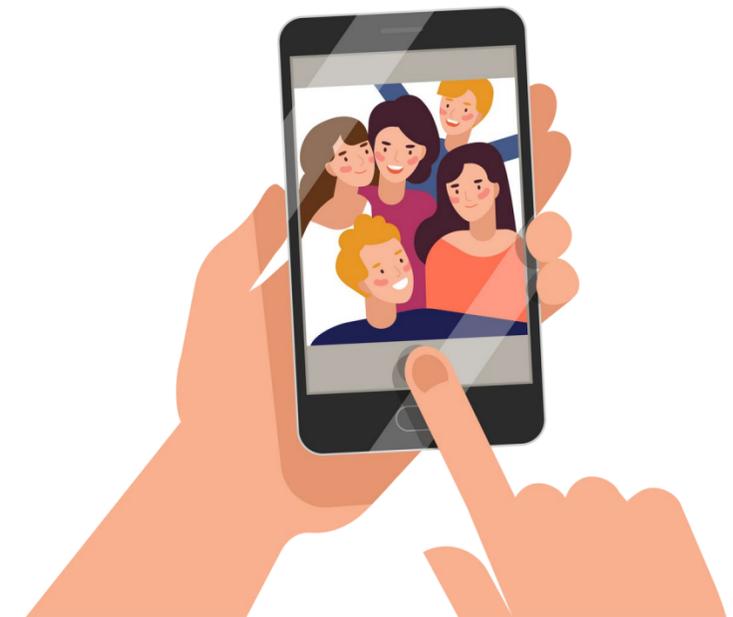
- Use your people!

2. "Wine, Dine and Grind (Through the Weekend): Summer Associates Thirst For Experience in 'Real Matters,'" 09.26.24.

Respondents to a recent survey of summer associates by *The American Lawyer* indicated, "While summer associates do expect to get spoiled by their firms at some point, most tend to value access to real work, mentorship and training above an expensive night out on the town."

- LinkedIn - Think beyond “humbled and honored”

- It doesn't need to be fancy!



Case Studies

- Small group presentations that are useful to everyone
- Curated discussions at schools to create environment of connection
- Content featuring attorneys and summer associates
- Supporting attorneys with LinkedIn content

Key Takeaways

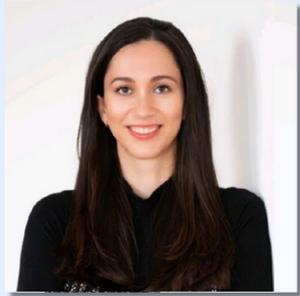
- **Move Beyond Traditional Methods:** Candidates today want more than cocktail parties and firm profiles.
- **Recruiters Shape Careers:** Recruiters should focus on long-term career growth, not just filling positions.
- **Consistency is Crucial:** Align internal culture with external messaging. Authenticity builds trust—candidates will notice if there's a disconnect.
- **Leverage Your People and Alumni:** Empower your people to share authentic stories. Specific personal testimonials resonate more than generic marketing messages.
- **Create Memorable Experiences:** Focus on personalized, small-scale interactions that make a lasting impression, both in-person and virtually.



Questions?



Thanks for joining!



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Get in touch!

