



International
**Professional Legal
Management WeekSM**



It's all about...

www.plmw.org



International Professional Legal Management WeekSM

...Education and Information

Professional Legal Management Week (PLMW), held each year during the first full week of October, is an ongoing educational endeavor to inform those within the legal profession, as well as others outside the profession, what it is legal management professionals do on a daily basis on their behalf. It's a process, not an event. It's about moving forward, evolving and changing perceptions.

What makes **PLMW** great is the support and cosponsorship from several organizations in the legal management profession. These organizations include:

- Association of Legal Administrators
- ABA Law Practice Management Section
- American Association of Law Libraries
- Australian Legal Practice Management Association
- British Columbia Legal Management Association
- Centro de Estudos de Administração de Escritórios de Advocacia
- International Legal Technology Association
- International Paralegal Management Association
- Legal Marketing Association
- Managing Partners' Forum
- NALP—The Association for Legal Career Professionals
- The Law Office Management Association

...Business Success

Success in business, including the practice and business of law, can be characterized or defined in many ways and contexts. One important definition is that success is good management in action. Good management is professional management, and the importance of that concept to the success of the business of law is what **PLMW** is all about.

...Effective Management

Managing Partner



Managing any business, let alone one in the legal field, has never been easy. In law firms, corporate legal departments and other legal organizations, effective management takes broad knowledge and expertise. It requires diverse skills and abilities with dedication, hard work, patience and perseverance. And management in legal organizations is uniquely impacted by the fact that the practice of law is a service profession where, in addition to all the standard challenges, business decisions and management must mesh with service to clients, high degrees of accountability and public trust, and an intellectually charged and demanding environment.



Chief Operating Officer

...Changing Perceptions

The evolution in legal management centers not so much around the individual, but rather on the perception of the individual within the framework of those they work with, and within the business community in general.

Creating awareness and understanding that multiple individuals, each with different skill sets, are integral components of the law firm's professional management team is a primary goal of **PLMW**. As such, part of the mission of **PLMW** is to convey that law firm management is not confined to administrators or ALA members. Its focus is on **professional** legal management and on **all** those on the management team who contribute to their organization's success.

...The TEAM

If you're involved in professional legal management and part of the management team that contributes to your organization's success, then **PLMW** includes you:

- Legal Management Professionals
- Executive Directors
- Managing Partners
- Principal Administrators
- Chief Operating Officers
- Marketing Management Specialists
- Human Resources Management Specialists
- Information Systems and Technology Management Specialists
- Legal Recruiting Management Specialists
- Library Administration Management Specialists
- Paralegal Management Specialists

Marketing



Paralegal Management

...The Future of PLMW

With the participation of ALA chapters, the support of our vendor partners, and the interest and participation of ALA and cosponsor members, we will move forward to meet **PLMW's** multiple goals of awareness, understanding, education and recognition.

PLMW Magazine



4th Edition Coming in Fall 2010

PLMW Magazine, which debuted in 2007, reflects the unprecedented cooperation among 12 international associations to focus attention on the role and importance of professional management in legal organizations. The magazine supports **Professional Legal Management Week** by increasing awareness of the roles of legal management professionals, promoting better understanding of what those professionals do every day, and heightening appreciation of the impact the business of law has on client service, firm success, and the lives of all who work in law firms, corporate legal departments, and other law-related organizations.

The 4th Edition of *PLMW Magazine*-which will be published in Fall 2010, shortly before **Professional Legal Management Week** in October-will address topics, issues and trends related to not only legal administrators, but to all people on legal management teams who contribute to their organizations' successes. The Week's cosponsoring organizations all provide exclusive content for the publication, which in turn is mailed to all members of those organizations.

Did you miss the first three annual issues of *PLMW Magazine*? You can read all of the articles from the 2007, 2008 and 2009 issues and a variety of exclusive online content on the official **Professional Legal Management Week** Web site: www.plmw.org.



International Professional Legal Management WeekSM

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*t's about promoting **awareness** of who we are,
to create a better **understanding** of what we do,
by providing **education** to inform others of our roles,
so that we, and all members of professional legal management teams,
receive the proper **recognition** for our efforts in
ensuring the success of our firms and corporate legal departments.*

Cosponsors:

