

A Legal Presence at NT Expo

Ward Keller's Marketing Manager, *Julia Zivanovic*, writes on the experience of presenting a stand at NT Expo.

Ward Keller have pioneered a new era for lawyers and the marketing of law firms by making their legal staff accessible to the public at the NT Expo 1997. This is the first year a law firm has presented a stand at Expo and it may well set a trend for future Expos.

Marketing the legal profession is not easy. No "service oriented" marketing ever is – it is a very specialised area. Product marketing principles do not easily translate across to the marketing of more intangible services. Accordingly, many people were astounded that a service based business such as Ward Keller had anything actually to put on a stand, let alone that it managed to entice lawyers to operate the stand and meet the public.

Plainly, a stand at Expo can be prohibitively expensive for a small practice or a sole practitioner. It re-

quires dedicated attention to detail and many months' work, and it cannot be evaluated in the same way that a manufacturer might evaluate a stand in terms of measuring "results".

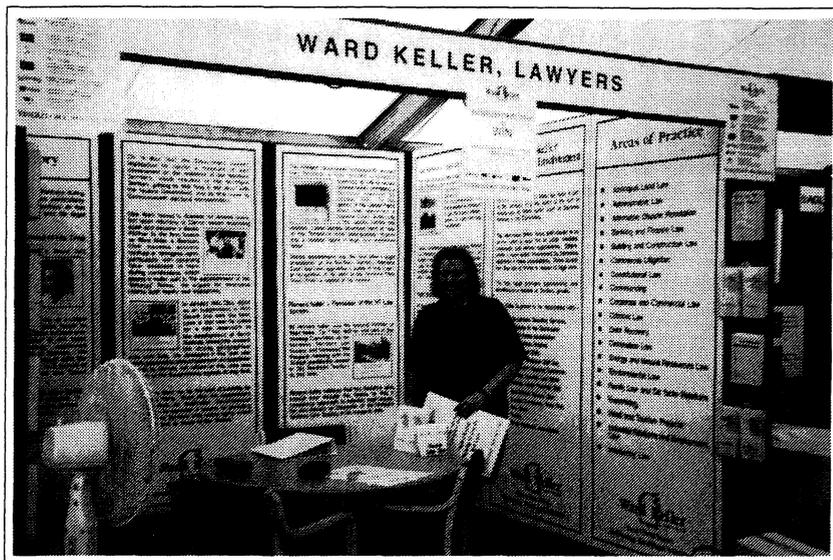
The purpose of the Ward Keller stand was not to measure how much business was generated in terms of appointments made, or the dollar value of new instructions resulting from contact at Expo. The whole purpose was to try and break down the barriers between the public and lawyers. We also wanted to allay some of the fears and misconceptions held about lawyers and law firms. We wanted Ward Keller's clients to see our staff out in the public domain. It was very much a public relations and brand awareness approach.

The stand contained panels of information covering the history of the firm and a few of its partners, its areas of practice, the Ward

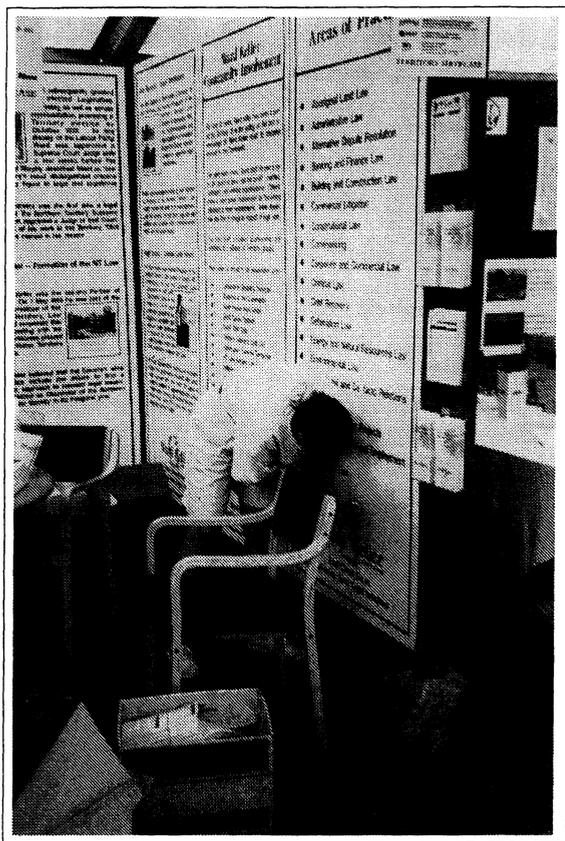
Keller "vision", an outline of Ward Keller's community involvement and a list of Ward Keller's industry involvement. We had promotional items such as our newsletter and our "Handy Guide to the Law" booklet to give away. We also utilised some of our clients to provide prizes for a competition, thereby giving those clients free exposure at NT Expo.

Despite the initial hesitation, most lawyers from Ward Keller enjoyed their time at the stand. The reaction from the public was generally very good and we saw a healthy interest in our leaflets and giveaways and in our competition. Unfortunately, a few members of the public were rude to staff because of their attitude towards the legal profession generally. I cannot repeat some of the comments made but at least these represented only a tiny proportion of the reactions the stand received.

A lot of lessons were learned from this inaugural stand, and the feedback received will enable Ward Keller to present an even better stand next year. Ward Keller will strive to ensure that Expo 1998 will put the legal profession firmly in the spotlight.



Julia Zivanovic at Ward Keller's Expo stand



Ward Keller staffer Karen Laing setting up