

FREQUENTLY ASKED QUESTIONS

+	What is the Austin Chapter of the Association of Legal Administrators?
	The Austin Chapter consists of more than 90 members and represents legal managers performing operations, administration, information technology, human resources, marketing and finance functions for companies and firms throughout the city of Austin and surrounding area. The Chapter provides connections and promotes educational opportunities to its members to expand and improve the quality of management in legal service organizations.
+	Why do we have a Business Partner Program?
	Our Business Partners play a vital role in our Chapter's success. The Business Partner Program helps to fund educational and professional development opportunities for Chapter members.
+	Why should I become a Business Partner?
	As a valued business partner, you will have the chance to build relationships with key influencers and decision makers representing law firms, corporate legal departments, and government legal agencies. Those who have become partners with the Austin chapter have enjoyed long-lasting relationships. We want to help Business Partners promote their products and services to our members because the right products and services are key to our success. To do this, we want to learn more about the products and services you provide as well as create opportunities for our members to tell you how our firms operate and what equipment, products and services we require. When evaluating needs for goods and services, our members are encouraged to consider companies that have developed a relationship with our chapter, typically established through our Business Partner Program each year.
+	What are the benefits of becoming a Business Partner?
	• Recognition through social media and our chapter website providing members with your company logo, contact information, business description and link to your website • Opportunities to sponsor certain chapter events; • Invitations to attend certain chapter and charity events; • Access to the membership directory • Access to chapter membership listing • Attendance at the Legal Expo & educational seminar • Opportunity to serve on the Business Partner Advisory Committee

+	How often are sponsorship levels reviewed?
	Business Partners receive benefits based on their level of sponsorship in the program. The Business Partner Advisory Committee, consisting of both Members and Business Partners, reviews the program benefits annually. We roll out the sponsorship packages by early November for the upcoming year. Sponsorship packages are on a first come first serve basis. opportunities to its members to expand and improve the quality of management in legal service organizations.
+	Where do my sponsorship dollars go?
	More than 80% of your sponsorship dollars provide educational opportunities to our members and support charitable/community service efforts.
+	When is the legal expo?
	Historically, the Expo is held in August or September. The date is determined each year by several factors, including price and availability of the venue and the schedule of our committee members.
+	How many attend the legal expo?
	On average, 100. This includes members, invited employees of members, and business partners.
+	Other ways to become involved...
	• Community service. Community service is a great way to begin and enhance relationships with members. Join us or we can join you! • Outside activities. Host an informal or educational breakfast, luncheon or happy hour, community service, or fun run. • Surveys and market research. Want to know more about what members want and need? Ask! Then, share the results. • Attend the Legal Expo. Great opportunity to meet members and educate us about your business and services. Lots of fun, too! • Share knowledge and gain visibility. Industry trends, subject matter expertise, and articles for publication. Members look to business partners to provide the latest products and solutions as well as industry thought leadership.