

## PRESS RELEASE

### Dewey to Speak on Forensic Business Development Research at AALL Annual Conference

#### Presentation Will Show How Law Librarians Can Monitor Unusual Business Activities to Find Legal Sales Opportunities

March 9th, 2015

**Sacramento, California** - Eric Dewey, Principal of Group Dewey Consulting, will be a featured speaker at the annual conference of the American Association of Law Librarians in Philadelphia, PA in July. He will be speaking on a new research methodology which monitors unusual business activities to reveal hidden legal sales opportunities for private law firms. "In a contracting legal marketplace, the only way to grow your law firm is to steal market share from other law firms" Dewey said. adding, "The new research methods help law librarians and marketing professionals identify potential problems and opportunities among a set of target clients and works to significantly expand the law firm's knowledge of their clients' businesses".

Forensic Business Development Research (FBDR) has the potential to turn law libraries into a revenue generating assets from what are now considered cost centers. Law libraries have shrunk over the years as more legal research resources are digitized and available online. And with fewer materials and resources to catalog and maintain, the number of law librarians and researchers has also been reduced. But FBDR could change all that and put law librarians and marketing professionals in to roles in which they are identifying client and prospective client legal issues earlier, enabling attorneys to counsel their clients as the problems and opportunities are emerging.

The presentation includes a case study developed with the library staff of DLA Piper, one of the largest law firms in the U.S. It will showcase how currently available business intelligence software falls short in the type of analysis necessary to reveal emerging issues and how FBDR

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can track, analyze and identify problems and opportunities. "Even where we were unsuccessful in finding a legal issue that had not yet been identified by the company, we still learned a tremendous amount about the client's business and that was really helpful for attorneys as they prepared for and met with clients and prospects." said Julie Parabj, a research librarian at DLA Piper.

## *About Group Dewey Consulting:*

Group Dewey specializes in business development training and coaching, independent lateral due diligence, market research and strategic planning. The firm curates the largest catalogue of legal marketing and business development forms and guides on its website at [www.groupdewey.com](http://www.groupdewey.com)

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