

or revolution?

who work from sets of chambers
2009

building worked in the past? And what is the

either to the public or to other businesses.

In any merged marketing department, a chamber's marketing professional with only experience of marketing to a solicitor is likely to be at a disadvantage.

Marketing organisation

One of the more interesting opportunities that the LSA allows for is the creation of completely non-legal structures which source, manage and administer work, but give it out to barristers to undertake. Clearly these types of organisations are more likely to be led by non-technical staff such as marketers, who have experience in the area. There has been a lot of press about some of these businesses, many of which are harnessing the power of the internet or innovative finance packages to create new models for accessing the law.

Merged chambers of individual practitioners

One of the unintended consequences of the LSA may be the creation (through merger) of 'Super Chambers'. Barristers wishing to remain independent may need to pool their resources in order to compete. Super Chambers will inevitably be resourced more like a law firm, and will of course allow for more sophisticated marketing activity for the marketers working with them.

Change is coming

It's clear that the future is unknown for marketers working in the Bar. Although many barristers may be resistant to change, this should not stop forward-thinking marketing professionals seizing the opportunities that present themselves.



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Work smarter not harder



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It's that time again! Students studying for the PSMG Cambridge Marketing College CIM Professional Diploma are approaching the 'crunch' as assignment first drafts are completed for discussion with tutors.

Requests for study leave have been lodged and social events cancelled. But life need not be this difficult!

There are a few guiding principles which, if followed, make the passage to qualification much more straightforward.

The first of these is to make sensible choices. Consider the range of assignments before deciding which to attempt (aside from the compulsory task). Your choice will often be a major contributor to the final mark achieved. Given time to reflect, some tasks are patently more straightforward than others.

The CIM provides some very clear guidance as to suggested structure in the marking scheme and the guidance notes. Put simply, follow it!

Obfuscation does not gain marks. Clarity of thought is important – if you can demonstrate a clear line of sight between the task and your answer, you will score highly.

This is, after all, an academic qualification so you need to demonstrate a good knowledge of relevant theory – with an emphasis on the word relevant.

However, it is also a qualification which requires you to demonstrate the application of the theory – being a boffin alone will not be enough. You need to show that you can use the thinking in real life situations.

Adopting these straightforward principles will ensure that, in the final analysis, own-goals do not feature in the final score!

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