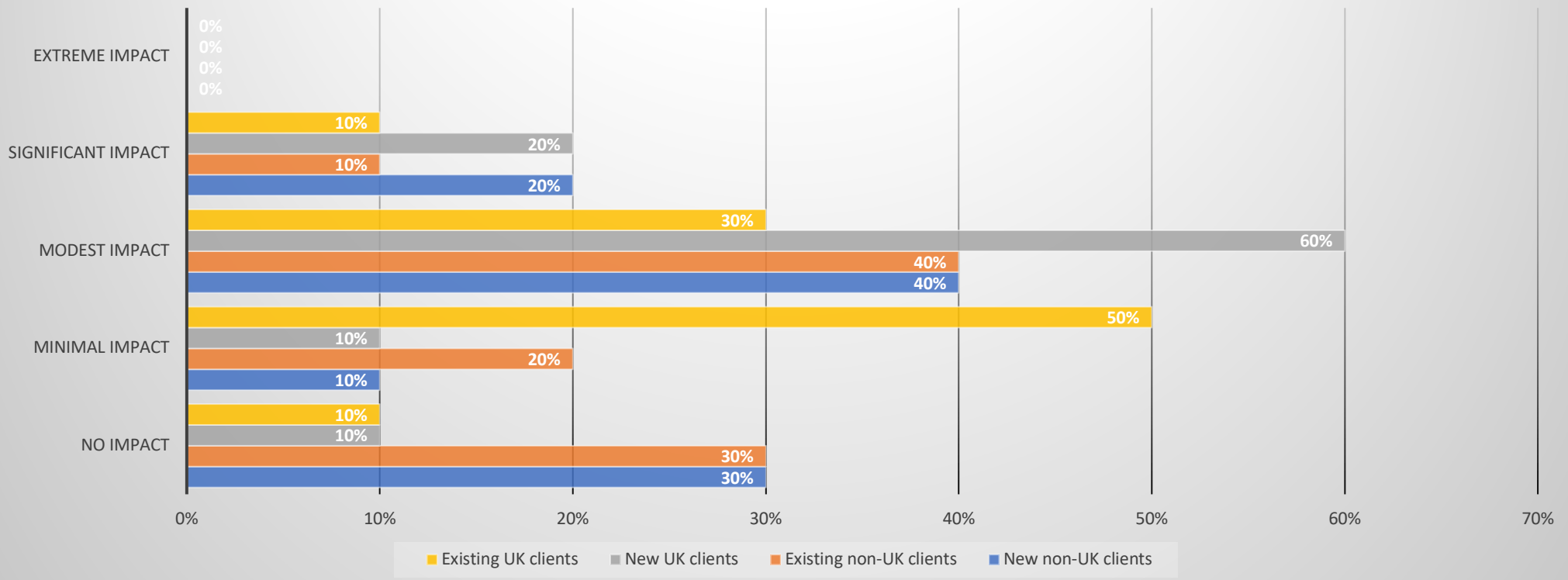




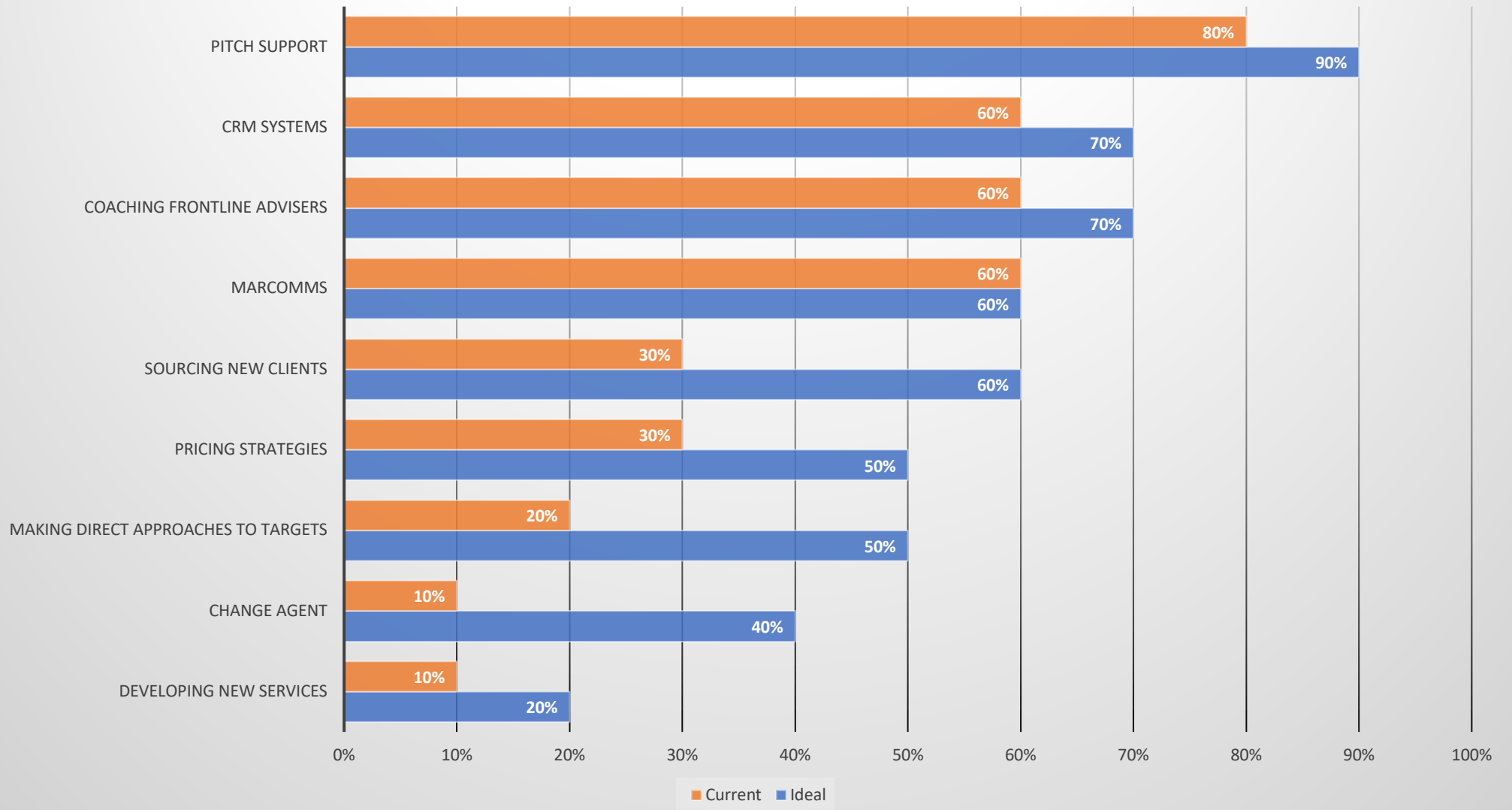
Marketing & new work flow poll of 10 CEOs and C-Suite members at mid-sized professional services firms conducted on 17 June 2022 as part of the 'Re-tuning your firm' show

Do you believe that the combination of people working from home on a long-term basis + Brexit (for non-UK clients) is adversely impacting your firm's ability to win work?



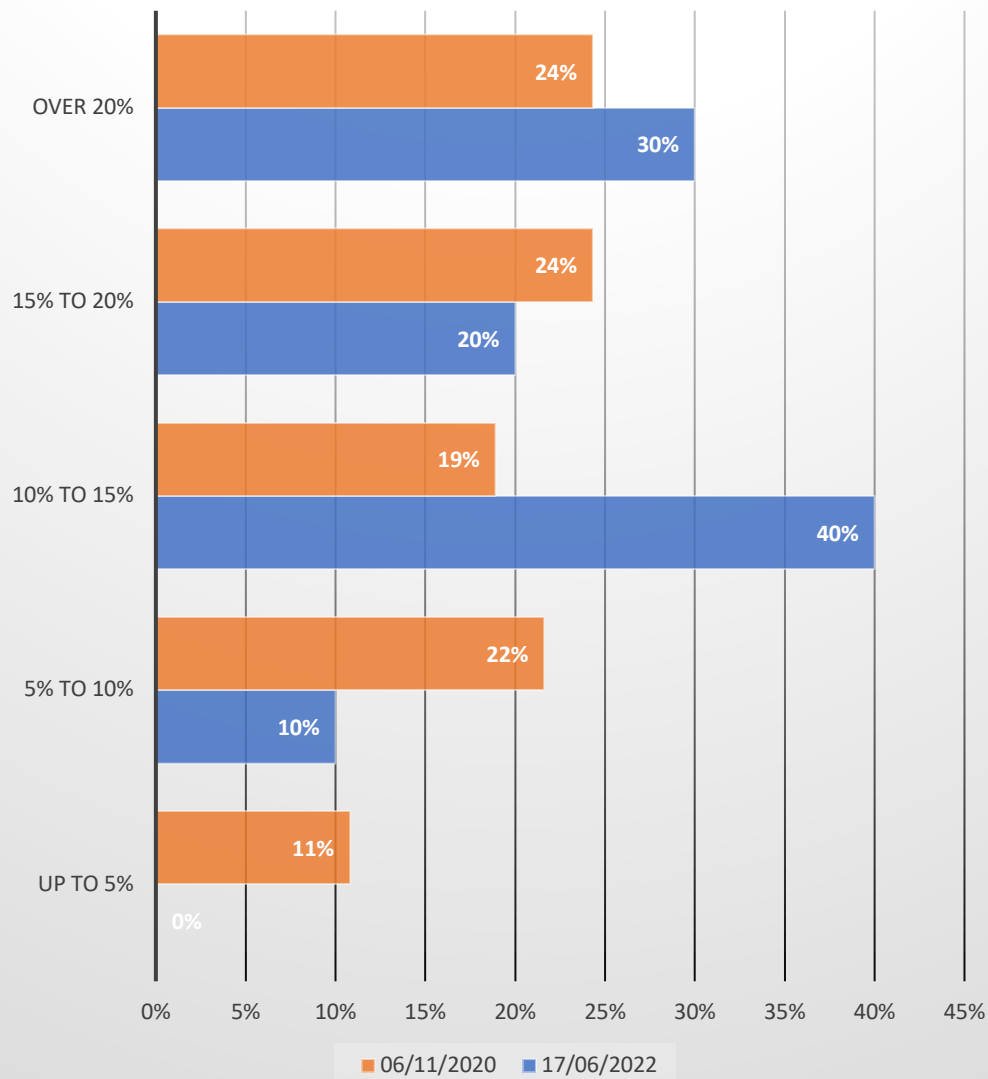
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Which are the activities where marketing & BD experts (whether employed or consultants) are/should be playing a MAJOR role at your firm?

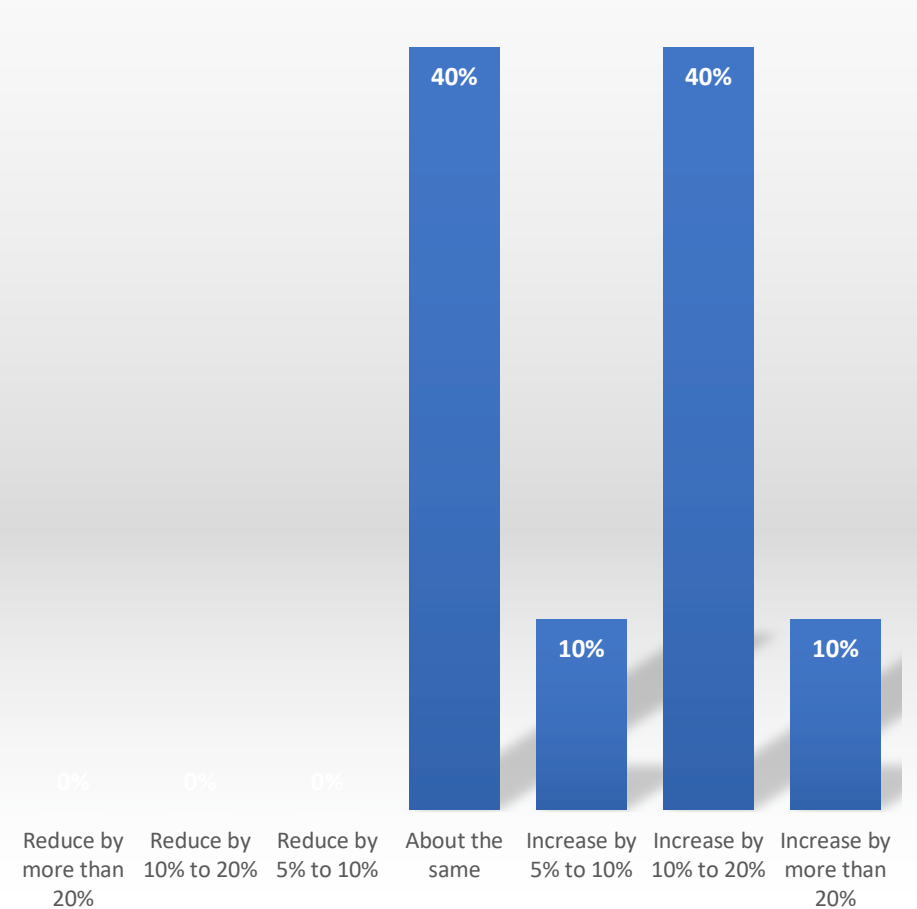


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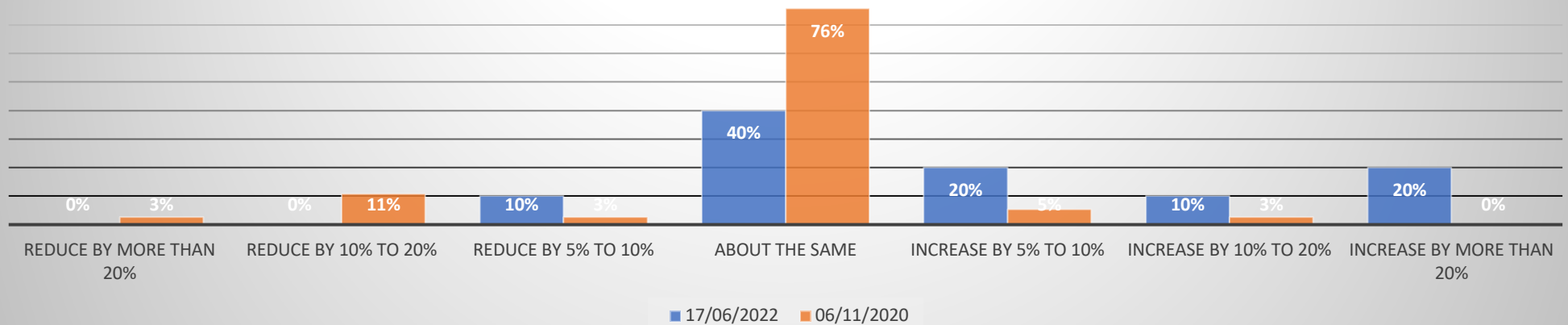
What proportion of your new workflow typically comes from new clients?



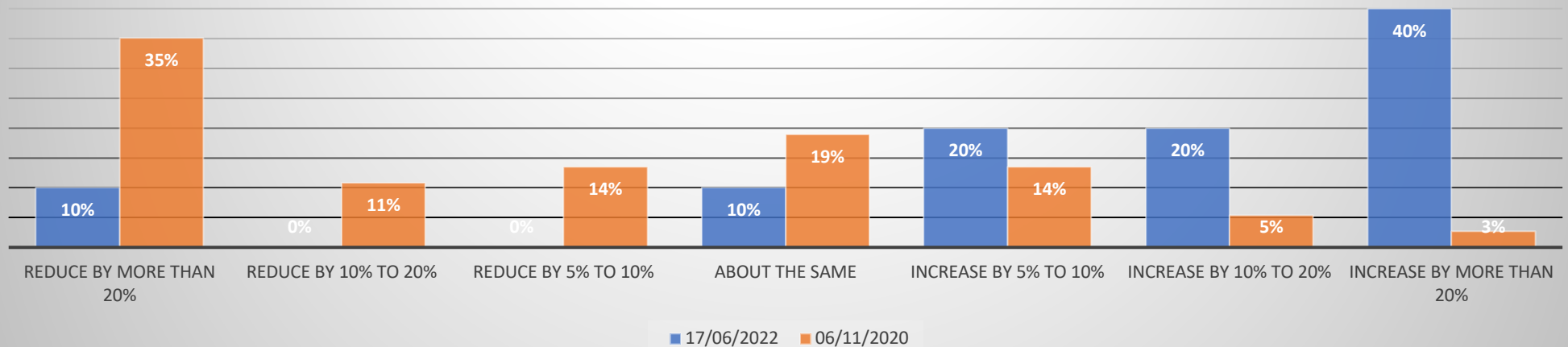
How is your firm's expenditure on marketing & BD in 2023 likely to compare with expenditure on marketing & BD in 2022?



How does the headcount of your firm's marketing & BD team in 2022 (2021) compare with the headcount prior to the pandemic?



How is your firm's expenditure on marketing & BD in 2022 (2020) likely to compare with expenditure on marketing & BD prior to the pandemic?



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