

## Cindy Holbrook Discusses Client Feedback at LMA Program

DECEMBER 1, 2016

Co-lead of Winston & Strawn's Global Marketing & Business Development Department, Cynthia Holbrook spoke at the Legal Marketing Association's "Client Feedback: Turning Information into Action" on December 1. The program offered tips for enhancing client experience, turning information into action, and addressed the following topics:

- Creating "doable" follow-up strategies
- Tips for creating reports and plans attorneys will read and follow
- Communicating results (good and bad)
- Successful debrief meetings
- Identifying common themes, key trends, and service best practices
- Tracking follow-up tasks
- Critical internal communications

Ms. Holbrook serves as the managing director of practice development for Winston's 500+-attorney global Litigation Department.

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Cynthia M. Holbrook