Fliplet

Legal Events Report:

How Event Managers in Top 200 Law Firms use event apps

A detailed analysis of public mobile apps in Law Firms.

About this report:

Fliplet, a product used by over 70 global law firms, assessed the public mobile apps for the Global Top 200 Law Firms.

Who is this report for:

Event Managers who want to know what to use in the legal events industry.
This report focuses specifically on events as the interest of the legal industry in event apps is rising.

What you will gain by reading this report:

1. **Learn** what types of apps the Global 200 are creating
2. **Know** which law firms have created them, their benefits and features
3. **Discover** the key trends of mobile apps produced by the Global 200
4. **Understand** how your firm could build an app efficiently and competitively

How the research was conducted:

Using public app stores from Apple, Google and search engines, Fliplet was able to find, review and catalogue public information about apps from law firms. Research was conducted in May 2023. The Global Top 200 is taken from the 2022 Global 200 list courtesy of Law.com.

All of the information included in this report is available to the public and additional information can be found by looking up the law firm or the app name. If you notice any incorrect content please contact support@fliplet.com.
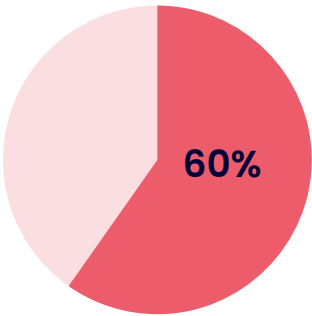
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General Stats around the usage of Apps in Law Firms

Distribution of apps in Top 200 Law Firms

60%

52%

39%

Top 50 Law Firms:
60% have apps (30/50)
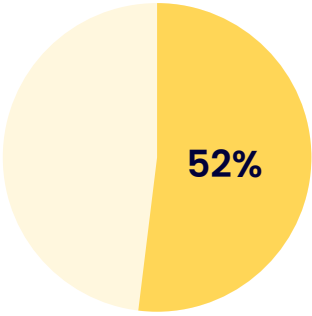
Top 100 Law Firms:
52% have apps (52/100)
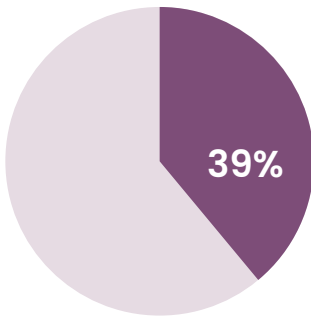
Top 200 Law Firms:
39% have apps (78/200)

39%
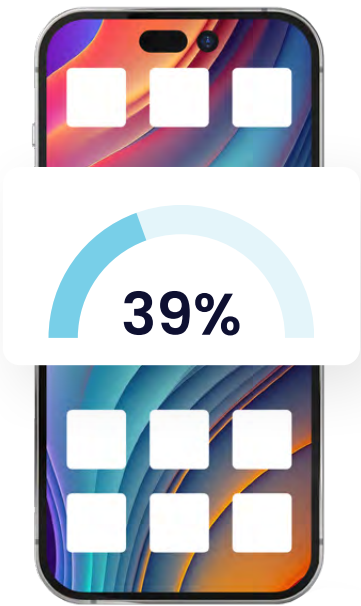
2.5 apps

39% of the Top 200 Law Firms have apps published on app stores.
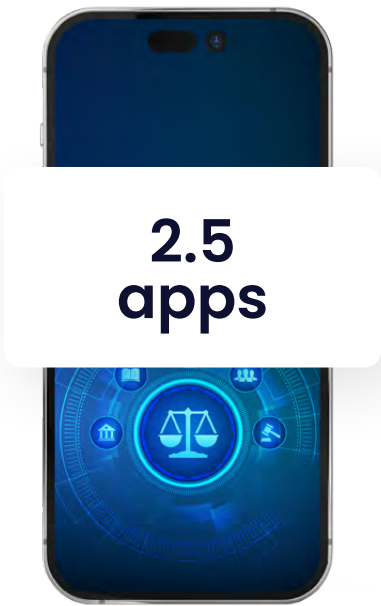
The Top 200 Law Firms who have apps, have an average of **2.5 apps each.**

Total Apps:

191

unique apps published

Cross-Platform Availability:

131

Apple App Store
& Google Play

Platform Exclusivity:

47

Apple App Store only

13

Google Play only

App Adoption Spans Ranks and Delivers Competitive Advantage

Law firms across a wide range of ranks, from top ranking to lower ranking, have adopted mobile apps, indicating a broad industry-wide interest in digital tools.
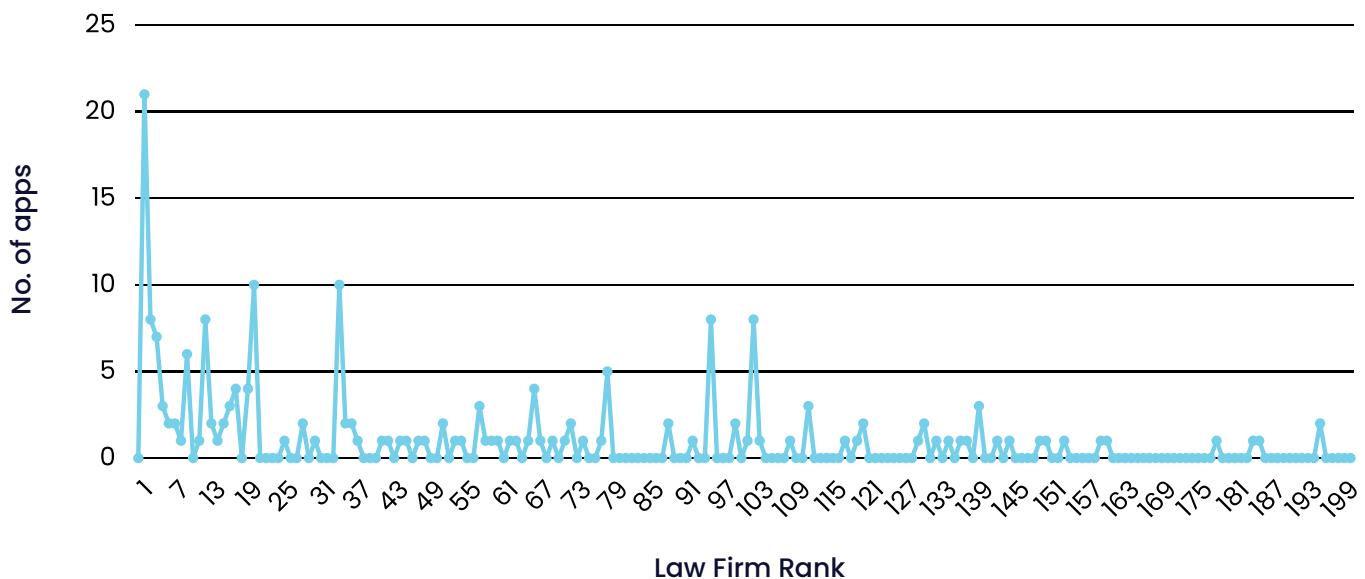

This trend underlines the strategic importance of digital tools even in traditional sectors like law and hints at an emerging landscape where adaptability to technology could be a key differentiator.

- **Non-Correlation with Large Firms:** Contrary to what one might expect, the presence of apps isn't a hallmark of only the bigger, more renowned law firms. This breaks the traditional notion that larger institutions are more tech integrated than their smaller counterparts.

- **Mid-Ranking Firms Taking the Lead:** Interestingly, several mid-ranking law firms boast a considerable number of unique apps. This showcases their proactive attitude towards embracing digital solutions, setting them apart from even some of the industry's big players.

- **A Distinct Competitive Advantage:** While there's evident industry-wide interest in app development, it's worth noting that only 39% of the Top 200 law firms have published apps. This suggests that law firms with apps potentially hold a significant competitive edge in the digital arena, offering enhanced accessibility to clients and prospective customers.

Digital Momentum in the Legal Sector: A Look at Recent App Launches
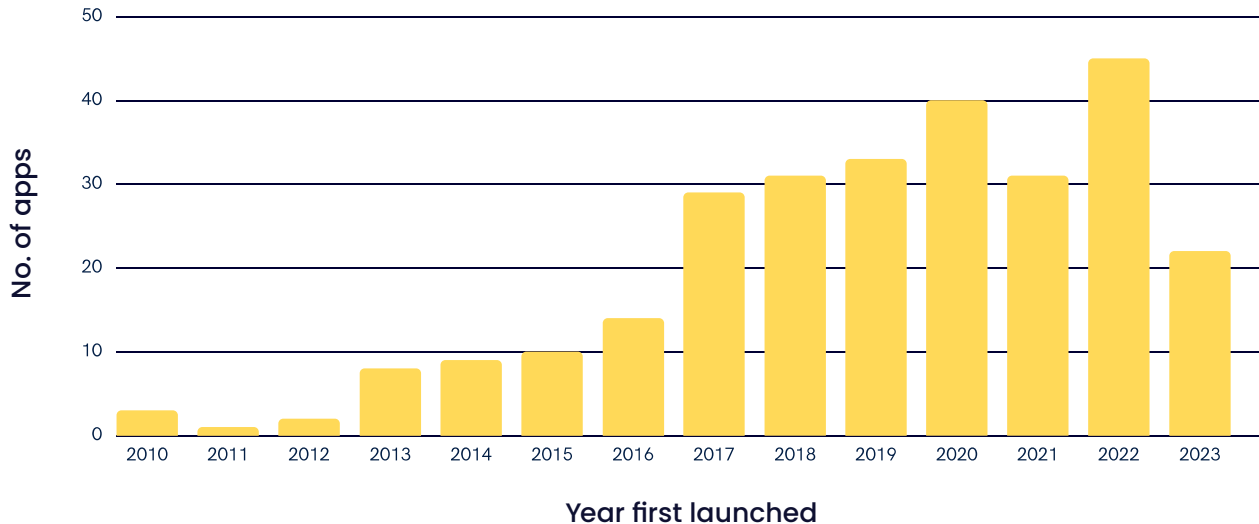
The legal sector has seen a significant rise in the number of app launches in recent years, with consistent updates following their initial release. This trend highlights the industry's move towards digital platforms and its dedication to maintaining up-to-date tools for its users.

App Update Trends in the Last 5 Years
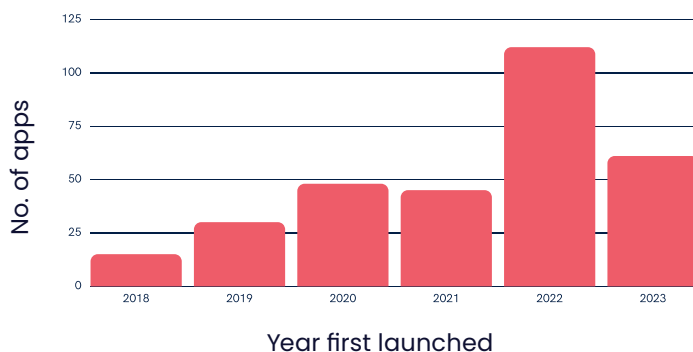
App updates from 2018 coincide with the steady increase in app launches from 2017 as shown on the previous chart, 2022 saw more than double the number of updates, with a strong start for the first 5 months of 2023.

Note: Data for 2023 is correct to end of May 2023.

Top 10 Law Firms with Most Number of Apps

The Most Popular App among Law Firms is Event Apps

- Event (36.5%)
- Reference (31.8%)
- Emergency Management (13.0%)
- Community (4.2%)
- App Portal (3.6%)
- Learning (2.6%)
- News (2.1%)
- Calculator Tool (1.6%)
- Firm Information (1.6%)
- Office Management (1.6%)

Percentage of apps created by law firms
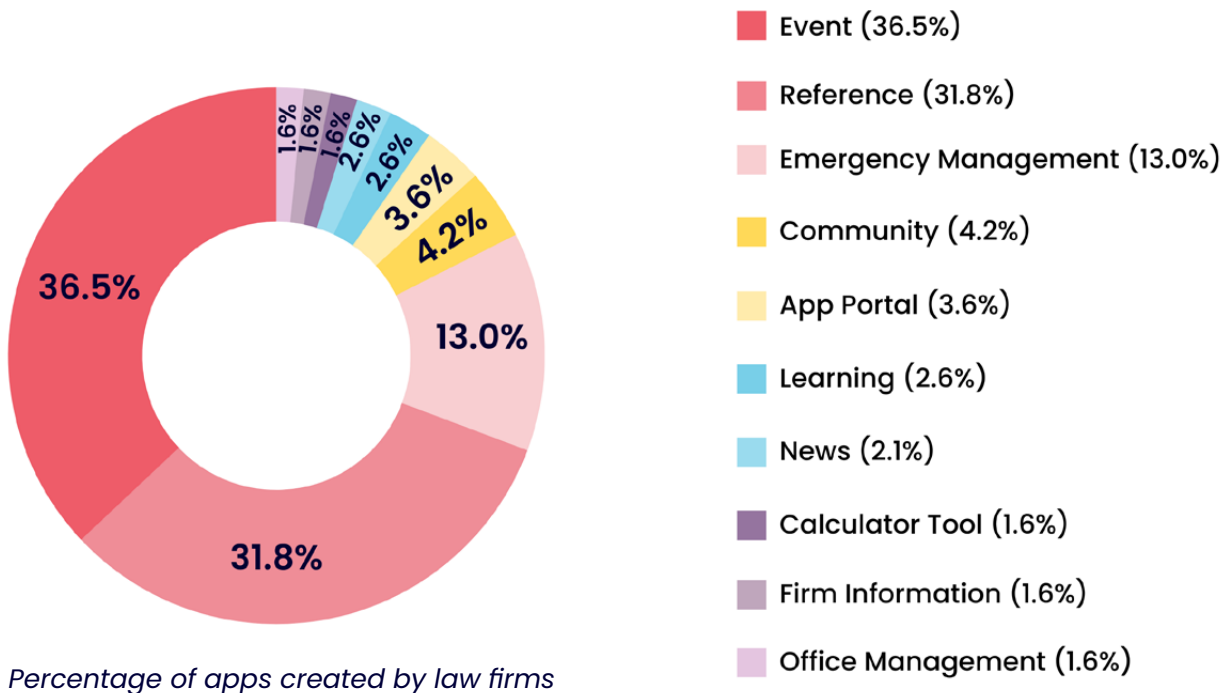
Mainstream App Preferences: The majority of law firms gravitate towards event (36.5%) and reference apps (31.8%). This points to a strong emphasis on facilitating events like seminars and client interactions, and a reliance on tools for legal research and documentation.

Proactive and Engagement Tools: Emergency management apps, standing at 13%, reveal law firms' initiative to handle crises. On the contrary, community apps (4.2%) hint at law firms' desire to connect more with their communities, possibly for brand enhancement.

Portal and Learning Focus: With app portals at 3.6%, law firms are keen on offering dedicated platforms for a smoother client experience. Learning apps (2.6%) underscore the significance of continuous legal training and knowledge updating.

Diverse Digital Solutions: News, calculator tool, and firm information apps, along with office management tools, all hovering around the 1.6% mark, highlight the firms' need for specialized functionalities and efficient operational solutions.

Overall, the data portrays an industry that's actively embracing digital tools for various functions, ranging from client engagement to internal operations. The wide range of app types highlights the multifaceted nature of legal work and the continuous efforts by top law firms to innovate and adapt in an ever-evolving digital landscape.

Why Top 200 Law Firms build event apps?
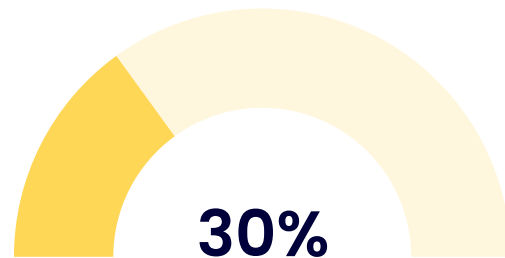
Benefits from using event apps:

STAFF PRODUCTIVITY
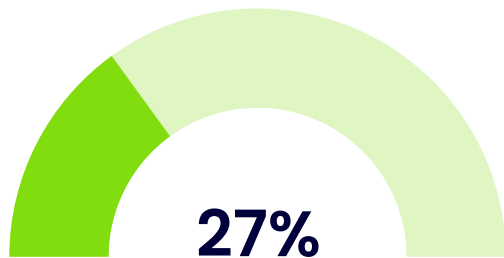
27%

Implementing event technology can increase **event staff productivity by up to 27%**[1], proving its efficiency in optimizing event operations.
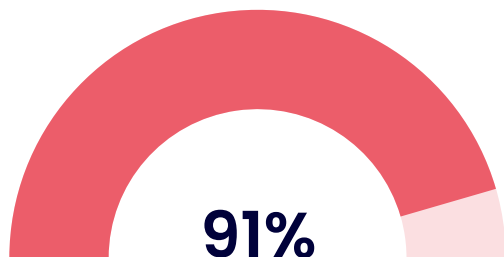
REDUCTION IN COSTS

30%

Leveraging the latest event technology can **lead to a 30% reduction in costs**[2], highlighting the financial benefits alongside operational efficiencies.
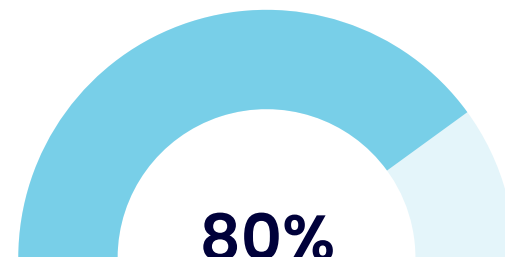
ATTENDEE ENGAGEMENT

91%

A high priority is placed on increasing **attendee engagement**, with **91% of event professionals agreeing on its importance**[3].

BUSINESS SUCCESS

80%

Events are essential for business success, as **80% of marketers attest to their critical role. Moreover, 74% of customers feel**[4] more inclined to purchase after engaging in brand event experiences.
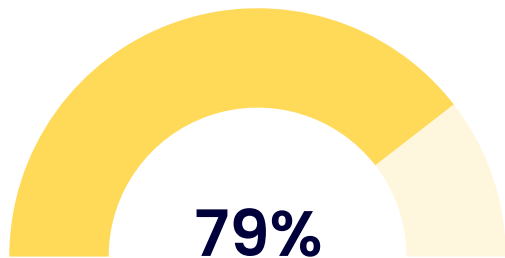
1, 2: https://agorify.com/blog/top-50-event-technology-and-event-app-statistics-2023

3, 4: https://llcbuddy.com/data/event-marketing-statistics/

Most important features of an event app

EASE OF USE

79%

Event organizers **prefer apps that are easy to use, with 79%**[1] favoring simplicity to ensure quick setup and seamless user experience.

PUSH NOTIFICATIONS
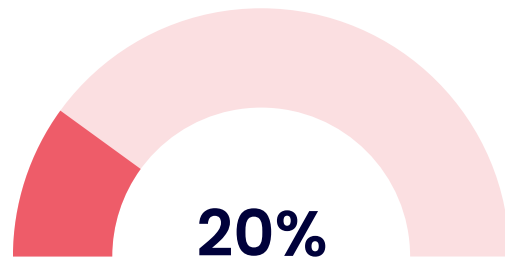
20%

Organizers have seen a 20% increase in event app adoption from sending between **11-14 push notifications**[2], demonstrating the impact engagement strategies have on app usage.

GAMIFICATION

A staggering 59% of event apps incorporate gamification[3], a strategy proven to foster engagement and participation.

59%

1, 2, 3: https://agorify.com/blog/top-50-event-technology-and-event-app-statistics-2023

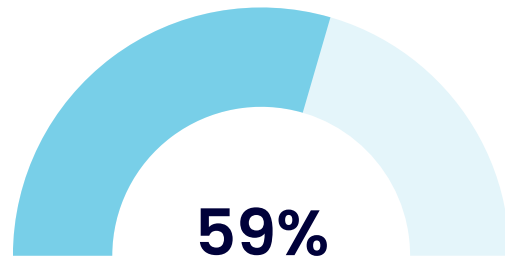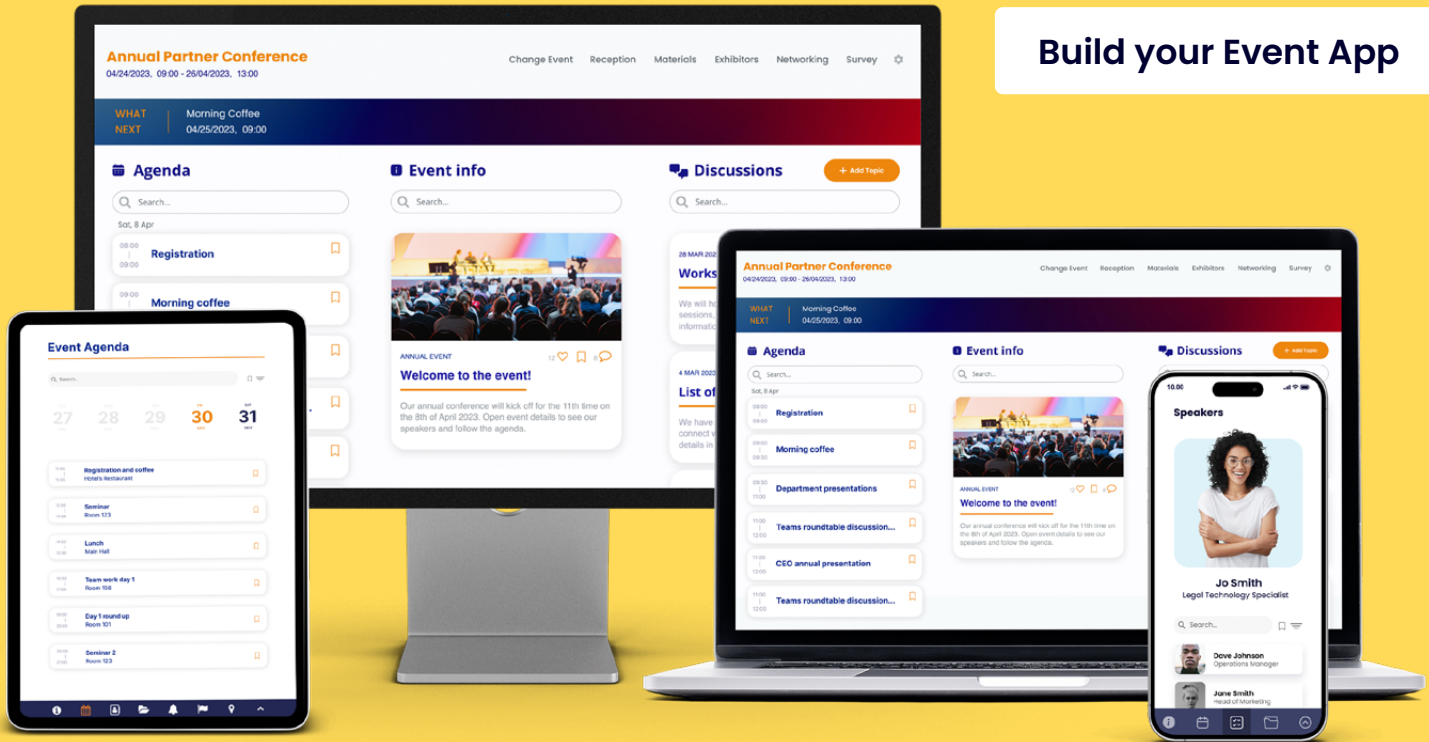# Fliplet's Event Solution
Combining the power of AI and no-code

Build your Event App

Audience: Clients, Staff

Event apps streamline the entire event lifecycle, from planning and registration to attendee engagement and post-event follow-up. Whether it's a legal seminar, conference, or webinar, Event apps ensure smooth communication, hassle-free registration, and real-time updates for all participants.

Features:

- ✓ Agenda and schedule
- ✓ Floorplan
- ✓ Directory of speakers and attendees
- ✓ Chat and discussions
- ✓ Notifications
- ✓ Multiple events
- ✓ Check in and out
- ✓ Reports and analytics

AI-Powered Event Features

- ✓ Universal Search
- ✓ Bio Generator
- ✓ Content Generator

Example use cases:

Partner retreats & summits, conferences, webinars, In-house meetings

3 Examples of Event Apps created by Law Firms

Proskauer Partner Retreat
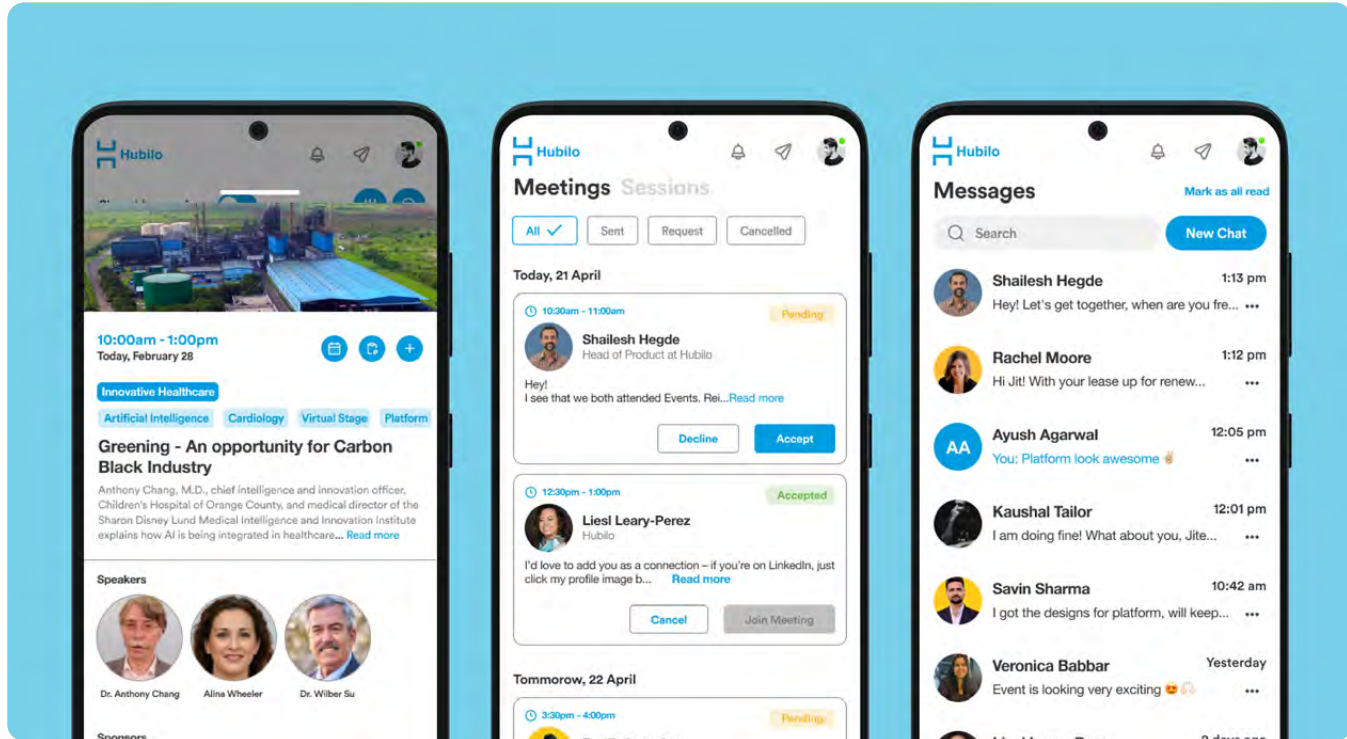
The Proskauer Partner Retreat 2023 app is designed to provide easy access to the agenda, attendee directory, the latest event and activity information, site details and resources, and much more. Users can download the app to get started and make the most of the retreat experience.

What we liked about it?

✓ Amazing design

✓ Ability to book meetings

✓ Ability to network and send messages to others via chat

✓ Event Feed with all the latest updates for the event

✓ Notification Alerts to keep people aligned

For more info, check the app here: **Proskauer Partner Retreat 2023**

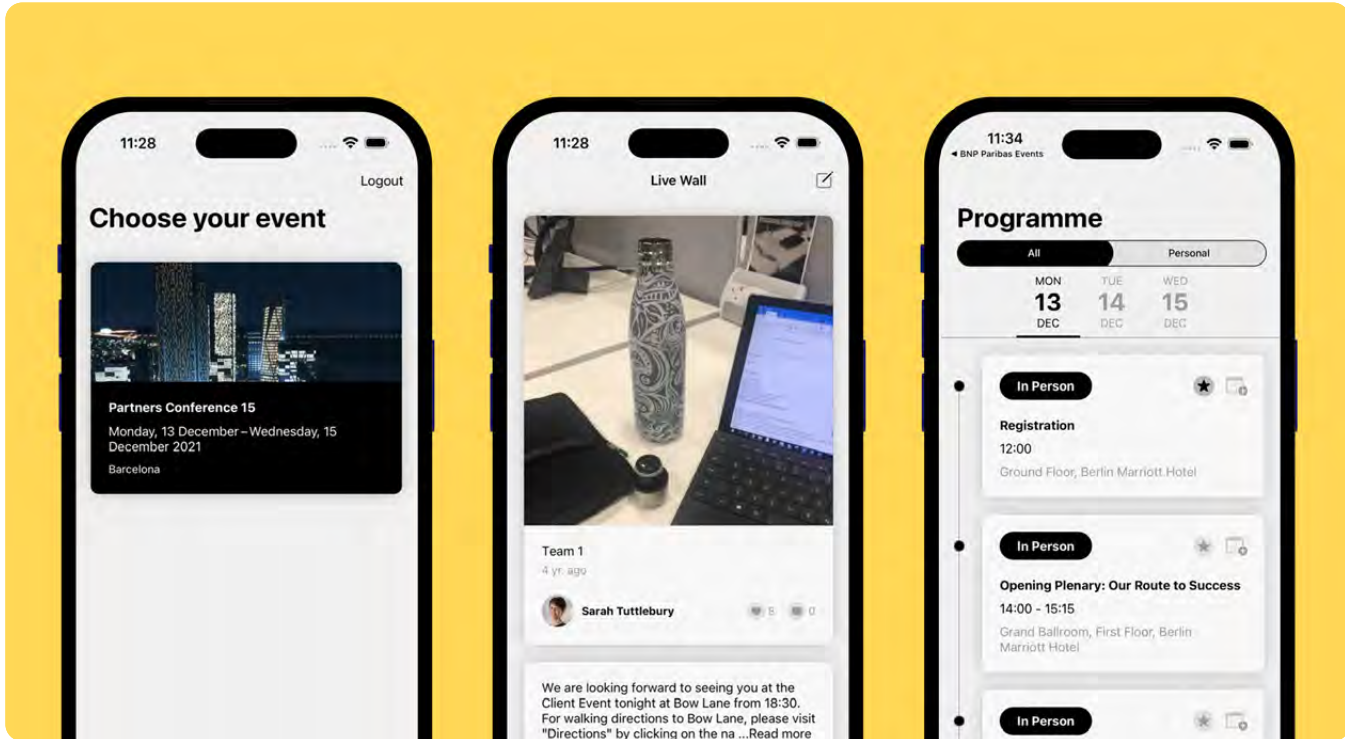# Clifford Chance Event App

The Clifford Chance Event app is designed to streamline and enhance the experience for attendees at various events. It provides tools such as live polling, surveys, interactive messaging, and customizable schedules to ensure attendees get the most out of their event participation. Compatible with multiple Apple devices, it integrates seamlessly with Apple Wallet, making it a handy tool for event management and participation.
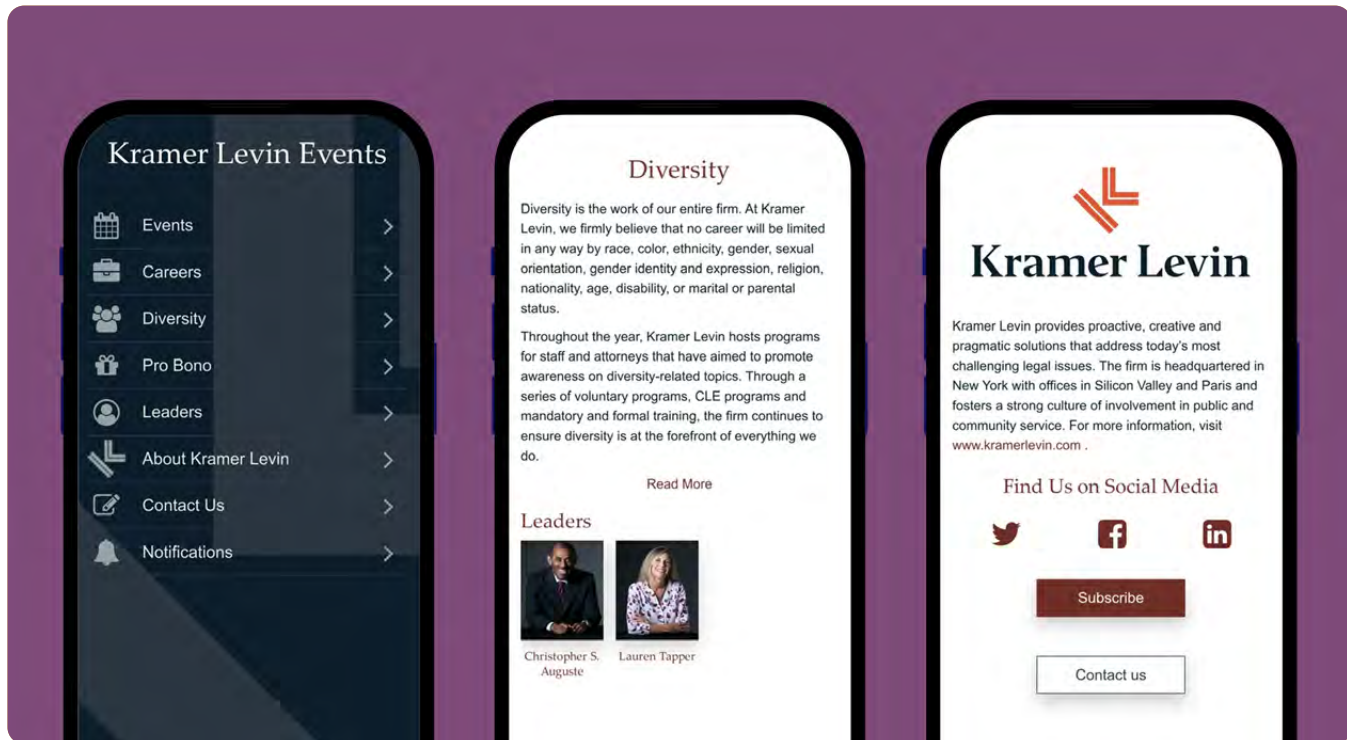
What we liked about it?

✓ Agenda

✓ Sign in for only Clifford Chance authorized members for increased security

✓ Live wall with real-time action from each event

✓ Ability to select the event that you prefer

For more info, check the app here: **Clifford Chance Events**

Kramer Levin Events

The Kramer Levin Events app serves as a comprehensive tool for managing and engaging with events hosted by the Kramer Levin law firm. It provides attendees with crucial event details such as agendas, attendee lists, and materials, along with functionalities for checklists and floorplans. The app also allows for feedback through surveys and showcases the firm's initiatives in careers, diversity, and pro bono work, making it a resourceful companion for event participants.

What we liked about it?

- ✔ Events page with all events

- ✔ Additional features with careers

- ✔ Promoting leader, pro bono and diversity policies

For more info, check the app here: **Kramer Levin Events**
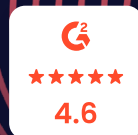
Why Law Firms use Fliplet to Create Apps

- ✓ Unique and customized solutions
- ✓ Security & control who can access
- ✓ White-labelled solutions
- ✓ Integrate with existing systems e.g.: database, HighQ, Sharepoint, etc.

- ✓ Option to produce public or private solutions
- ✓ Desktop and mobile devices
- ✓ Works offline
- ✓ Multiple use cases
- ✓ Easy for non-technical staff to maintain the app

41 of the Top 200

Global Law Firms are Fliplet customers.

70+ Global Law Firms

use Fliplet to deliver apps for their clients and staff.

ISO 27001 — International Organization for Standardization

GDPR

App Store

Google Play

G2 ★★★★★ 4.6

Capterra ★★★★★ 4.8

Apple

Android

Chrome

Safari

Firefox

Edge
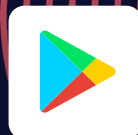
Here is what 70+ Law Firms say about Fliplet

Visit fliplet.com/case-studies to explore how the following law firms have used Fliplet to build a suite of mobile apps for various use cases.

MAYER BROWN

SAUL EWING LLP

WARD AND SMITH, P.A. ATTORNEYS AT LAW

GOWLING WLG

Gateley

MILLS & REEVE

EVERSHEDS SUTHERLAND

BLANKROME

Bird & Bird

BRYAN CAVE LEIGHTON PAISNER BCLP

Benesch

MACFARLANES

> You can go very quickly from prototype, to MVP, to the live product. It's fantastic and makes us look like heroes.
>
> **Ginevra Saylor, CIO, Gowling WLG & Fliplet Customer**

> Our digital team can set up and deploy pages and apps, within the space of minutes and hours. Traditionally that would take days of development time.
>
> **Joe Edwards, Senior Digital Marketing Manager, Gateley & Fliplet Customer**

> "It's idiot proof - which is what we wanted. With Fliplet, we can input an event and get it published and out on the app within 10 to 15 minutes. On our old app it took 30 to 40 minutes, so it's really streamlined the process for us. Plus it looks great too! It ticks all the boxes for what we needed it to do."
>
> **Event Manager at Top 200 Law Firm**

> "Over the years I've learned that I'll know right away if something works, or if it doesn't work, and it has nothing to do with KPIs at that point. I'll either get calls from everybody saying, 'This is horrible, I'm not using it'. Or, like with the retreat app, I get emails and calls saying, 'This is amazing! How did you do this so quickly?
>
> **User Experience Manager, Top 200 Law Firm**

Have You Used Fliplet?

If the answer is no, you can sign up for free and follow these easy steps to create an app prototype:

1.

Sign up via Fliplet.com (it's free to get started and book a call)

2.

Select the pre-built Event solution within Fliplet Studio

3.

Copy and paste in your own content including text and images

4.

Preview the app on web, and on mobile via the Fliplet Viewer app

5.

Invite your colleagues to your app to review your new solution

If you need any assistance click the '**help**' button in Fliplet to chat with support or submit a support ticket via **support@fliplet.com**

Sign up for free   Book a Demo

*No credit card required.

Case Studies   Why Fliplet   Platform Overview