THE MEASUREMENT GAP

Invested, Not Measured.

How law firms invest in events, what they measure, and where the gap between the two creates a credibility problem with firm leadership.

415 Respondents

130 Law firms

04 Firm tiers

04 Professional roles

ABOUT THIS REPORT

Three patterns in a market that can't measure itself.

14 survey questions across 415 respondents from 130 AmLaw 100 and 200 firms. Four firm tiers. Four professional roles. One persistent finding at the center.

66.3%

of firms increased their events budget this year.

None cut it.

73.37%

cannot attribute revenue to events with any consistency.

The central finding.

11.1%

feel very confident their reporting demonstrates value to leadership.

Everyone else is uncertain.

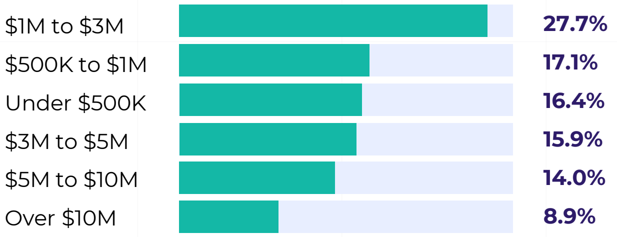
SECTION 01

Budget and Resource Allocation

How much firms invest in events, and what is driving changes in that investment.

QUESTION 1 • TOTAL ANNUAL BUDGET

Q1 measures total marketing and BD spend. The events share of this budget is addressed in Questions 2 and 3.



22.9% **have budgets above $5 million.**

Most firms operate below this level. The majority of buying decisions happen in the $500K to $3M band.

INSIGHT: Budget distribution across 415 respondents.

Base: 415 respondents · Q1: Firm's total annual marketing, BD, and events budget

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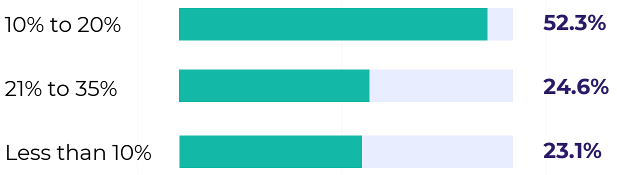
QUESTIONS 2 AND 3 • ALLOCATION AND MOMENTUM

Events account for 10 to 35% of total marketing spend. No firm cut this share last year.

Events as share of total budget



Year over year change

66.3% **increased their events budget moderately (5 to 15%).**

Remaining 33.7% held steady. None decreased.

INSIGHT: The two most cited drivers: firm leadership wants more client-facing engagement, and a shift toward fewer, higher-quality events. Cost pressures appear primarily at mid-market firms.

Q2: Events as % of total marketing budget · Q3: Change in events budget vs prior year · Q4: Drivers

SECTION 02

Technology and Integration

The infrastructure underneath events.
This is where the measurement problem starts.

QUESTIONS 5 AND 6 · EVENT TOOLS AND CRM

A third manage events on spreadsheets. An eighth have no CRM at all.

Event management tools

Spreadsheets and email	32.5%
CRM built-in features	24.1%
Cvent	22.4%
Cvent + custom system	12.3%
Aventri / Stova	8.7%

CRM platform in use

Salesforce	33.7%
LexisNexis InterAction	19.5%
InterAction	19.5 %
HubSpot	14.7%
No centralized CRM	12.5%

INSIGHT: Cvent adoption (combined) reaches 34.7%, concentrated in AmLaw 50 and 51 to 100 firms. 12.5% of respondents, predominantly mid-market, have no centralized CRM at all.

Q5: Event management tools · Q6: CRM platform

QUESTION 7 · THE INTEGRATION GAP

This is the infrastructure gap that breaks measurement.

62.6% rarely or never get events data into the CRM.

Only 12% have automatic, consistent integration between their events system and client intelligence platform.

Does events data flow into your CRM?

Rarely, manual & skipped	37.8%
Partially, some logged	25.3%
No, separate systems	24.8%
Yes, automatic	12.0%

INSIGHT: If the pipeline between events and CRM is broken, revenue attribution is mathematically impossible.

Q7: Does your events data flow into your CRM?

QUESTIONS 8 AND 9 · AI AND THE MEASUREMENT GAP

67.5% use AI for content creation.

Content is the dominant use case by a significant margin. Revenue attribution does not even appear on the list.

Leadership prioritization is the top adoption barrier.

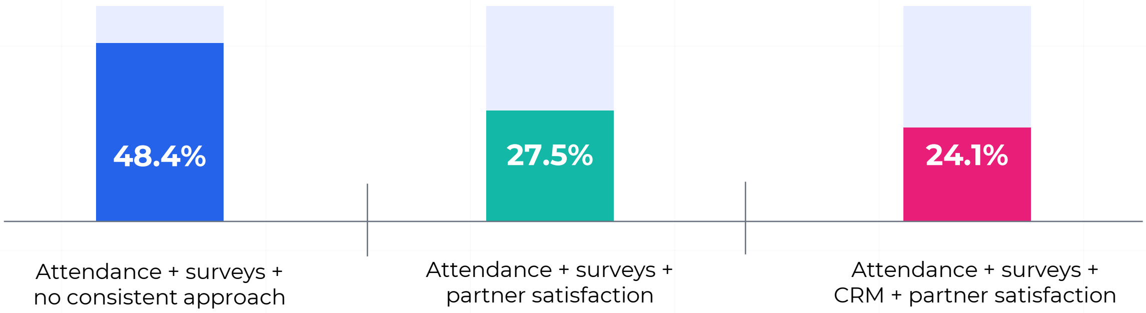
The same gap that limits measurement also limits AI uptake. Both are organizational problems, not technology problems.

Measurement, Attribution, and ROI

The core of the report. How firms measure events, what they report to leadership, and where the gap sits.

QUESTION 10 · HOW FIRMS MEASURE EVENTS

Activity gets reported. Business impact does not.



48.4% acknowledge they have no consistent measurement approach.

INSIGHT: Attendance and surveys are the default measurement layer. Nearly half of firms rely on them precisely because they have no consistent alternative.

Q10: How do you measure the success of your events?

THE HEADLINE FINDING

73.7% cannot attribute revenue to a specific event.

49.4% rarely can prove it with data. 24.3% have no revenue attribution at all. Only 26.3% can attribute sometimes, for larger or more strategic events.

Q11: Can you attribute revenue or new business to a specific event?

SECTION 03

Measurement, Attribution, and ROI

The core of the report. How firms measure events, what they report to leadership, and where the gap sits.

QUESTIONS 12 AND 13 · REPORTING TO LEADERSHIP

Activity gets reported. Business impact does not.

What gets reported to leadership

Events + attendance + cost	27.5%
Events + attendance only	25.5%
Events + attendance + revenue	24.1%
We don't regularly report	22.9%

Confidence in reporting

Neutral: struggle to show impact	36.4%
Not confident: leadership questions ROI	26.7%
Somewhat confident: directional	25.8%
Very confident: leadership trusts	11.1%

INSIGHT: Only 24.1% include any revenue metric in leadership reporting. 63.1% are neutral or not confident that their reporting demonstrates value. Only 11.1% are very confident.

Q12: Metrics reported to leadership · Q13: Confidence in reporting

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QUESTION 14 · THE ONE THING EVERYONE WANTS

The same need expressed 3 ways.

31.3%

Direct revenue attribution

per event and per channel

31.3%

Client engagement scoring

linked to pipeline conversion

31.3%

Attendee-to-client conversion

rate by event type

INSIGHT: Every answer is a variation of the same need: connect events to revenue. Attribution is the industry's most universally felt gap. The remaining 6% asked for cost per qualified lead by event format.

Q14: If you could have one data point you don't currently have, what would it be?

AMZAI

The gap is not uniform. Firm tier determines how exposed you are.

How measurement capability and infrastructure vary across the AmLaw 100 and 200.

AmLaw 1 to 50

Technology
Highest Cvent adoption. Salesforce or InterAction present at most firms.

Integration
More likely to have partial CRM integration. Still only 18% with consistent revenue attribution.

Reporting
Most likely to include revenue metric in leadership reporting, but majority still default to attendance and cost.

AmLaw 51 to 100

Technology
Mixed infrastructure. CRM present at most firms but event tools are fragmented across Cvent and spreadsheets.

Integration
CRM is present but rarely connected to events. Data flow is manual or absent at most firms in this tier.

Reporting
Reporting defaults to attendance. Revenue attribution is rare. Leadership confidence is low at this tier.

AmLaw 101 to 200

Technology
Highest spreadsheet dependency. Lowest CRM adoption. Many firms have no centralized client intelligence platform.

Integration
Measurement gap is widest here. Events data does not reach CRM at most firms. Attribution is not attempted.

Reporting
Leadership reporting is attendance-only or inconsistent. Budget defense is weakest at this tier.

INSIGHT: Tier is not destiny. The firms most confident in their reporting are not necessarily the largest. They are the ones that built the operational connection between events and client intelligence. That infrastructure is buildable at any tier.

CONCLUSION

What the data says.

Three patterns emerge from the responses alone, without interpretation.

01

The investment is real and growing.

66.3% of firms saw budget increases. Events take 10 to 35% of total marketing spend. No respondents reported cuts.

02

The infrastructure is fragmented.

32.5% use spreadsheets. 12.5% have no CRM. 62.6% rarely or never get events data into the CRM. The plumbing is broken or nonexistent at most firms.

03

Measurement is the universal gap.

73.7% cannot attribute revenue. 63.1% are not confident in leadership reporting. When asked what one data point they wish they had, every answer connects events to revenue.

The data describes a solvable problem. The firms that close this gap do not need a new budget line. They need the infrastructure and the reporting layer that most firms do not have in place today.

THE BOTTOM LINE

The data describes a solvable problem.

> *The firms that close this gap do not need a new budget line. They need the infrastructure and reporting layer most firms do not have in place today.*

What changes when the measurement gap closes.

BEFORE	AFTER
Leadership reporting Events are reported as attendance counts and post-event survey scores. No connection to client revenue, matter activity, or pipeline movement.	**Leadership reporting** Each event produces a structured output: who attended, what their matter history shows, what follow-up was logged, and whether a new engagement opened within 90 days.
Budget defense The marketing team defends the events budget annually with volume metrics. Leadership tolerates the spend but does not trust the return.	**Budget defense** The marketing team presents a per-event attribution summary. Leadership has a number. The conversation shifts from defense to allocation.
Event output Each event closes with a headcount and a thank-you note. No structured output. No follow-up signal in the CRM.	**Event output** Each event closes with a CRM-logged record of attendance, follow-up actions, and matter activity signal. The data accumulates across events and becomes the basis for annual budget justification.

This is not a reporting template.

It is an operational change that requires the right infrastructure underneath it.

What Amzai does.

Amzai builds the event marketing measurement infrastructure law firms do not have in-house.

We connect event activity to CRM data, produce attribution reporting that holds up in leadership reviews, and operate as an embedded function rather than a project vendor.

We work with AmLaw 100 and 200 firms. We do not require firms to replace their existing event tools or CRM.

Event-to-CRM integration

Attendance, follow-up, and matter activity signals logged automatically after every event.

Attribution reporting

Per-event and per-channel reporting that connects investment to client engagement and revenue signals.

Embedded operations

We operate as a function inside your team, not an external agency on a project clock.

NEXT STEP

Is your firm in the 73.7%? We can help.

We built this report to describe the market honestly. We are sharing it because the firms we work with started from exactly this position.

If you want to see what attribution reporting looks like when it is operational, we can walk you through it on a call.

Book directly: ash@amzai.ai
Learn more at lawfirms.amzai.ai

Upcoming roundtable discussions for marketing and BD leaders

- What Your Clients Actually Want From Your Events
  May 28, 2026
- The Partner and Marketing Alignment
  June 4, 2026

Details at lawfirms.amzai.ai