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THE LAW FIRM OF THE FUTURE

The New Due Diligence:
Why AI Search Now Decides Who Gets the Call

September 16, 2026

by

Neal R. Devlin, Esq.
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Joe Giovannoli
Founder and CEO, 9Sail

Uri Gutfreund
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John Remsen, Jr.
President, TheRemsenGroup

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The MPF Webinar Series: Building the Law Firm of the Future

The New Due Diligence: Why AI Search Now Decides Who Gets the Call

An MPF Webinar with Neal Devlin and Joe Giovannoli

September 16, 2026 – 2:00-3:00pm ET



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Welcome



Uri Gutfreund
Senior Vice President and Managing Principal, Ames & Gough



John Remsen, Jr.
President and CEO, Managing Partner Forum
President, TheRemsenGroup

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President - Knox McLaughlin Gornall & Sennett
Erie, Pennsylvania



Joe Giovannoli
Founder and CEO - 9Sail
New York, New York

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UPCOMING PROGRAMS IN 2026

- **MPF Webinar Series** – Third Wednesdays @ 2pm ET
- **The MPF Fall Symposium** – *Empowering Women* – Oct 6-7, in Chicago, Illinois
- ***The MPF Weekly*** – Friday mornings
- **MPF Listserv** and **MPF Zoom Calls**
- **MPF Website** – www.ManagingPartnerForum.org

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TODAY'S WEBINAR

The New Due Diligence:
Why AI Search Now Decides Who Gets the Call

- **80** Managing Partners and Law Firm Leaders
- Registrant Survey Results and Audience Polling Questions
- On-Demand Recording, Handout Materials
- Your Feedback on Today's Session

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TODAY'S TOPICS

- How AI has changed the way buyers search for outside counsel
- Why online invisibility represents a growing competitive risk
- How to assess your firm's current AI visibility
- What questions to ask your marketing team or outside agency
- What practical steps, responsibilities, and metrics should be established now

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AUDIENCE POLLING QUESTION

How many lawyers are with your law firm?



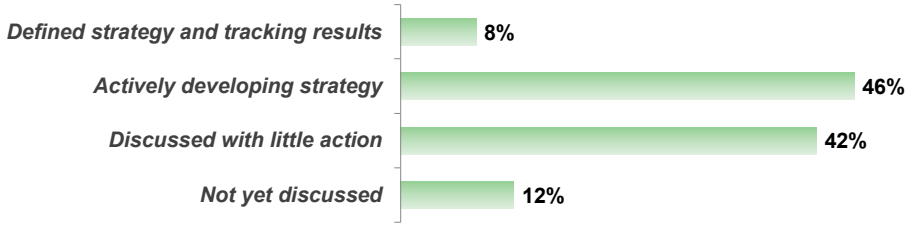
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REGISTRATION QUESTION

What is your firm's current approach to AI search visibility?



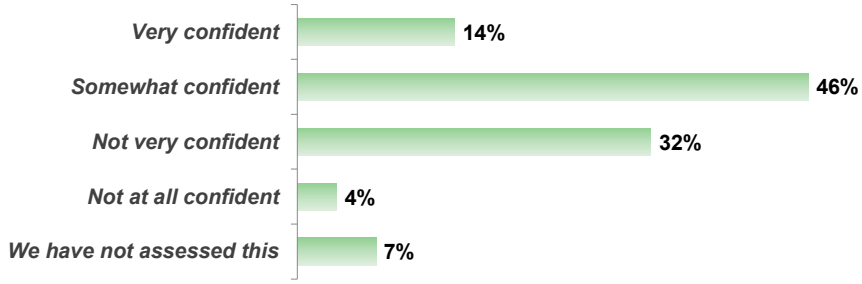
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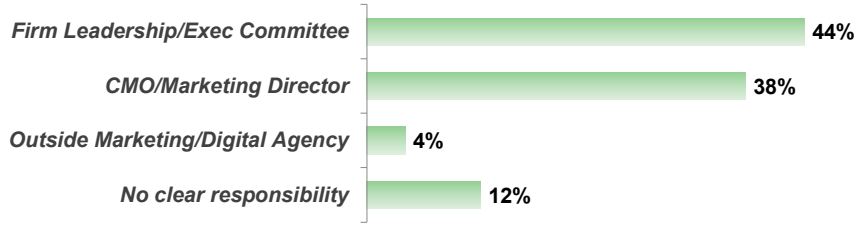
REGISTRATION QUESTION
How confident are you that your firm appears prominently when prospective clients use AI tools to identify outside counsel?



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REGISTRATION QUESTION
Who currently has primary responsibility for your firm's visibility in AI-generated search results?



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AUDIENCE POLLING QUESTION

What's the biggest obstacle to improving your firm's digital performance?



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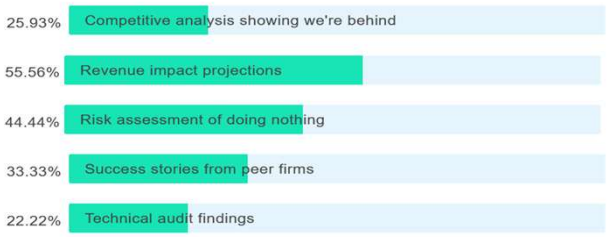


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AUDIENCE POLLING QUESTION

What would most convince you to invest in digital infrastructure? (Select all that apply.)



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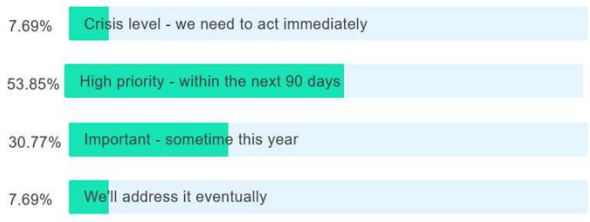
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AUDIENCE POLLING QUESTION

Based on today's webinar,
how urgent is it to improve your firm's digital visibility?



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MPF GUIDANCE

- Take a Strategic, Firm-wide Approach
- Create and Maintain AI Policies at Your Firm
- Train Your People How to Use AI Tools
- Incorporate Language into Your Firm's Engagement Letter
- Talk to Your Top Clients about AI Concerns
- Explore Alternative Pricing Models
- Consider Future Staffing Requirements

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REMINDERS

- Next MPF Webinar – October 21st @ 2:00pm ET
- On-Demand Recording, Handout Materials with Polling Results
- Your Feedback on Today's Session
- Recap by 9Sail

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