

great success, with more attendees than ever before.

“It was a great environment to get to know each other and clients better,” he said. “With the dedication and enthusiasm of all members, we strengthened personal ties. The result is providing better service to the clients we met and making it easier to make referrals to colleagues.”

He added that within the world’s big law firms, partners do not really know each other, whereas within Primerus, members really know each other personally.

Russell said that because Primerus is a global organization, holding client events around the world allows Primerus to better meet the needs of clients.

“The best way to reach clients is by approaching them in their home country,” he said. “Knowing people allows us to tailor our assistance because we know what they are looking for.”

At Russell Advocaten, Russell said they frequently talk with their clients

about Primerus so they understand the benefit it provides to have connections around the globe.

“Being a Primerus-approved member, we don’t hesitate to refer our clients to our Primerus colleagues around the world,” Russell said. “We actively promote the Primerus brand and our Primerus colleagues with our clients throughout The Netherlands.”

Global Conference Goes to Europe

In October 2015, Primerus held a client event in conjunction with its Global Conference in Amsterdam, Netherlands – the first time the event was held outside of the United States.

According to Reinier Russell, managing partner of Primerus member firm Russell Advocaten in Amsterdam, the event was a

