

BUSINESS DEVELOPMENT FOR LAWYERS AND LAW FIRMS



Date : 1 April 2014 | Time : 9AM - 5 PM | Price : 9,500/-*

Venue : The Senate Hall, Orchid Hotel, 70/C, Nehru Rd, Vile Parle East, Mumbai, MH 400099

(*Cost inclusive of all taxes, the training and study materials, refreshments and stationaries)

Business development course overview

In an increasingly competitive global market for legal services, business development skills are at a premium. This course is designed for solo practitioners, partners, practice managers and business development managers in India and introduces the essential tools and skills required to develop a strategy for effective business development within the rules of professional conduct of India and globally accepted norms. This whole day program aims to equip the ambitious Indian law firms and lawyers with strategies on increasing the client base and expanding the law practice.

Effective strategies for business development :

- What makes a successful law firm?
- The market for legal services – at home and away
- Identifying the competition
- Who markets a law firm?
- Staff retention and development
- Managing limited time and resource
- What help is available?
- Winning and retaining clients

Social media

- Is it suitable for lawyers?
- Online legal services – what can you provide?
- How to avoid the 'scatter gun' problem
- Sharing know-how, proving knowledge

Social media

- 'Match-making' – finding the right firms and clients for you
- Developing a 'USP' (unique selling point)
- Branding and presence
- Making an impact: communication and presentation



**Malcolm Dowden,
Director of Law Programs,
Law2020 LLP**

Malcolm Dowden is the director of law programmes at Law2020 LLP. He graduated from Oxford University with a first class honours degree, and qualified in 1994 as a solicitor in England and Wales. He has broad experience of commercial, environmental and international regulatory work, including both contractual and legislative drafting. He retains a role in private practice as consultant to City of London law firm Charles Russell LLP with a remit that includes international business development and client engagement. As director of law programmes, Malcolm is regularly engaged in designing and delivering training in the UK and internationally.

From theory to practice: case study 1

- Pitching for new business
- Why should you win the business?
- What 'value-added' services can you offer
- Using articles, seminars and round-table discussions to become your client's trusted business advisor

From theory to practice: case study 2

- Based on successful completion of an assumed transaction, or successful settlement of litigation or arbitration, what can you do to develop your business?

Your firm in five years

- Trends in practice: past, present and future
- Opportunities and challenges
- Targets and strategy

Who should attend this course

Partners
Senior Associates
Associates
Independent lawyers
Marketing Directors
Sales Professionals

Contact

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