

# BUSINESS DEVELOPMENT FOR LAWYERS AND LAW FIRMS

23 January 2014, Hilton Hotel, Mumbai (Airport Road)

## PROGRAMME AGENDA

<b>TIME</b>	<b>SESSION</b>	<b>ACTIVITY</b>
09:00 – 09:15	Registration	
09:15 – 09:30	Welcome & Introductions	
09:30 – 10:30	Effective strategies for business development: analysing market sectors and segments	Group Discussion and Exercise: Using PEST(LE) and SWOT analysis
10:30 – 11:30	Working within professional conduct rules: what can be done?	Group Discussion: Analysing restrictions on law firm marketing. What are the key differences between marketing and business development?
11:30 – 11:45	Break	
11:45 – 12:45	Who is responsible for business development? Training and staff involvement	Lecture and Practical Exercise: key performance indicators and appraisal objectives for business development
12:45 – 13:30	Lunch	
13:30 – 14:15	Social Media for Law Firms: How can social media be used for business development?	Lecture and Practical Exercise: Using Twitter, LinkedIn and legal blogs
14:15 – 15:00	Building Your Practice Through Effective Networking.	Lecture/Group Discussion
15:00 – 15:30	Pitching For New Business	From Theory to Practice: Case Study 1
15:30 – 15:45	Break	
15:45 – 16:15	Using Successful Transactions Or Litigation For Business Development	From Theory to Practice: Case Study 2
16:15 – 16:45	Where Will Your Practice Be In Five Years' Time?	Group Discussion
16:45 – 17:00	Q&A, Summary & Close	