



BUSINESS DEVELOPMENT FOR LAWYERS AND LAW FIRMS

23 JANUARY 2014 09:00 – 17:00 PRICE: 9000/-
VENUE: IMPERIAL CHINA HALL, HILTON HOTEL, MUMBAI

PROGRAMME OVERVIEW

In an increasingly competitive global market for legal services, business development skills are at a premium. This programme, designed for sole practitioners and law firms in India, introduces the essential tools required to form strategies for effective business development within the rules of the Indian Bar Council and international norms. It also aims to equip lawyers with tools on increasing client base and expanding law practice, adhering to the letter and spirit of the professional conduct rules applicable in India.

“ I came off better informed and earnestly challenged by the things shared. I wish I had more representatives from my firm in attendance.” - Partner, Leading law firm, Port Harcourt, Nigeria

“ Thank you for leading the training programme on business development. I'm already applying some of the tips I learnt especially on business development.” - Business Development Director, Leading law firm Accra, Ghana

Programme Outline

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

Building Your National and International Practice

- ‘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

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



Malcolm Dowden

Director of Law Programmes,
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 the 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.