

[WEBINAR] Looking Forward, Growing your Law Firm

11 - 13 August 2020

This programme is conducted as a live webinar.

Presentation Sessions (Compulsory): 11 August 2020, Tuesday (AM)

Facilitated Workshop Sessions (Choose up to 2 sessions): 11 - 13 August 2020

**Please refer to the programme for more details*



Practice Area:
**Professional
Skills**

Training Level:
General

*From 1 July to 31 December
2020, webinars are free for all
eligible LawSoc Members.
Terms and conditions apply.

About the Programme

As we move into new phases in response to the Covid-19 disruption, there is now more visibility on how things may unfold and how we may need to conduct business for some time to come. It therefore becomes even more important for you to look forward and explore, and consider how to grow your law firm.

In collaboration with renowned marketing and business development thought leaders, The Law Society of Singapore presents this 3-day programme consisting of 5 webinars and 10 facilitated workshop sessions. Participants will have access to all 5 webinars and can pick up to 2 facilitated workshop sessions to attend.

The areas covered will be:

- Making the Conscious Decision to Focus and Differentiate
- Building a Reputation That Wins Business
- Business Development Planning for Profitability
- The Future of Networking – Leveraging Technology
- Sales, Bids and Pitching in a New World – Looking at Work Winning Afresh

These webinars and facilitated workshops will empower you with knowledge and practical tips that you can immediately implement into your practice and firm.

Programme Outline

Presentation Sessions (Compulsory)

No. of Public CPD Points: 4.0

11 August 2020 (Tuesday): 9.30am – 1.25pm

Time	Activity
9.30am – 10.15am	Making the Conscious Decision to Focus and Differentiate Paul Evans – Managing Director, Toro Digital Robert Patterson – Managing Director, Parkins Lane Consulting Group
10.15am – 11.00am	Building a Reputation That Wins Business Sue-Ella Prodonovich – Principal, Prodonovich Advisory
11.00am – 11.10am	Break
11.10am – 11.55am	Business Development Planning for Profitability Alistair Marshall – Founder, Professional Services Business Development
11.55am – 12.40pm	The Future of Networking – Leveraging Technology Earl Allan - Team Engagement Consultant, TGIMonday Pte Ltd
12.40pm – 1.25pm	Sales, Bids and Pitching in a New World – Looking at Work Winning Afresh Katherine Thomas
1.25pm	End

Facilitated Workshop Sessions (Choose up to 2 sessions)**No. of Public CPD Points: 2.0 for each facilitated workshop session (2 hours)**

*Note: Each facilitated workshop session consists of 20 participants for a small group discussion and the slots are allocated on a first – come – first served basis. **Please note that you are required to enable your video and audio settings for your participation during these sessions.**

11 August 2020 (Tuesday)

Time	Activity
2.00pm – 4.00pm	Session 1A: Making the Conscious Decision to Focus and Differentiate Paul Evans – Managing Director, Toro Digital Robert Patterson – Managing Director, Parkins Lane Consulting Group
4.00pm – 4.15pm	Break
4.15pm – 6.15pm	Session 1B: Making the Conscious Decision to Focus and Differentiate <i>*Note: This is a repeat of the previous session</i> Paul Evans – Managing Director, Toro Digital Robert Patterson – Managing Director, Parkins Lane Consulting Group

12 August 2020 (Wednesday)

Time	Activity
9.15am – 11.15am	Session 2A: Building a Reputation That Wins Business Sue-Ella Prodonovich – Principal, Prodonovich Advisory
11.15am – 11.30am	Break
11.30am – 1.30pm	Session 2B: Building a Reputation That Wins Business <i>*Note: This is a repeat of the previous session</i> Sue-Ella Prodonovich – Principal, Prodonovich Advisory
2.00pm – 4.00pm	Session 3A: Business Development Planning for Profitability Alistair Marshall – Founder, Professional Services Business Development
4.00pm – 4.15pm	Break
4.15pm – 6.15pm	Session 3B: Business Development Planning for Profitability <i>*Note: This is a repeat of the previous session</i> Alistair Marshall – Founder, Professional Services Business Development

13 August 2020 (Thursday)

Time	Activity
9.15am – 11.15am	Session 4A: The Future of Networking – Leveraging Technology Earl Allan - Team Engagement Consultant, TGIMonday Pte Ltd
11.15am – 11.30am	Break
11.30am – 1.30pm	Session 4B: The Future of Networking – Leveraging Technology <i>*Note: This is a repeat of the previous session</i> Earl Allan - Team Engagement Consultant, TGIMonday Pte Ltd
2.00pm – 4.00pm	Session 5A: Sales, Bids and Pitching in a New World – Looking at Work Winning Afresh Katherine Thomas
4.00pm – 4.15pm	Break
4.15pm – 6.15pm	Session 5B: Sales, Bids and Pitching in a New World – Looking at Work Winning Afresh <i>*Note: This is a repeat of the previous session</i> Katherine Thomas

Admin Note to Singapore Practitioners and s36B Foreign Lawyers in relation to the Mandatory CPD Scheme:

No of Public CPD Points: 4.0 (Presentation Sessions), 2.0 for each Facilitated Workshop Session
Practice Area: Professional Skills
Training Level: General

Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, this includes logging in at the start of the webinar and logging out at the conclusion of the webinar on each day of the activity, and not being away from any part of the webinar for more than 15 minutes on each day of the activity. Participants who do not comply with the Attendance Policy on any particular day of the activity will not be able to obtain CPD Points for that day of the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.

Note: In the course of the event, photographs/videos/interviews of participants could be taken/conducted by the Law Society or parties appointed by the Law Society for the purpose of post event publicity, either in the Law Society's official publication/website, social media platforms or any third party's publication/website/social media platforms approved by the Law Society.

Facilitator's Profile



Paul Evans – Managing Director, Toro Digital

After working in the commercial law industry for over 10 years with some of Australia's leading and fastest-growing commercial law firms, Paul noticed very few marketing agencies understand the specialised nature of marketing for a law firm - whether that's a traditional BigLaw firm, a boutique firm or New Law business. He was inspired to bridge this gap with a niche business, Toro Digital.

Toro Digital specialises in helping increase awareness for law firms and position professionals as thought leaders in their area of expertise. Toro Digital combines online and offline marketing to help lawyers strengthen client and referrer relationships, attract interest and secure enquiries from potential clients.

Prior to founding Toro Digital, Paul worked closely with partnership groups and management teams, playing an important role in some of Australia's largest law firm mergers. He has managed rebrands, prepared client and media communications, on-boarded incoming lawyers, and executed high-impact cross-selling opportunities.

Additionally, he has invested countless hours training lawyers for business development, relationship marketing, and building a profile in an industry or technical specialisation.



Robert Patterson – Managing Director, Parkins Lane Consulting Group

Robert draws on over 30 years of strategy, marketing, financial and IT experience within professional service firms. His experience in implementing growth strategies, in particular, the successful merging and/or acquiring of professional services firms is unparalleled in Australia.

Robert is the founder of the Parkins Lane Consulting Group and is its Managing Director.

Parkins Lane Consulting Group's services-based clientele include accounting, consulting, legal and patent attorney firms, software developers, audio visual specialists, forensic and security experts, high-performance sporting coaches and psychologists.

With an illustrious background in management and leadership, strategic planning and implementation, and finance, Robert is also a passionate marketing expert, with a Masters of Marketing at Monash University (Australia) and a Harvard Business School (USA) alumni.

Robert's marketing expertise extends to the development of successful and innovative relationship marketing programs, new service development strategies, communications and public relations strategies, sponsorship programs and internal marketing programs.



Sue-Ella Prodonovich – Principal, Prodonovich Advisory

Sue-Ella is an author and owner of award-winning consultancy Prodonovich Advisory. She specialises in helping law firms build their business development strategies and the capability of their professionals.

She established Prodonovich Advisory in 2012. Before then, her roles included Director of Marketing, Arthur Andersen; Director of BD, Baker McKenzie; and Partner, Crowe Horwath.

Her qualifications include an MBA, BComm (Hons) (Law & Marketing) – Vice Chancellors’ List student; AICD Course for Company Directors; and the Net Promoter® Client Loyalty Program™.

Sue-Ella also teaches on subjects of Strategy and Business Development.

- She teaches strategy and BD modules for The College of Law, The Law Society of NSW, The Law Institute Of Victoria and the Financial Management Review Centre (FMRC). And she has facilitated training sessions for The Australian Bar Association and specialist Law Associations.
- She has facilitated sessions for global Law Firm Networks including Interlaw, Meritas, Alliot Group, TAGLaw, and First Law International (FLI). Closer to home she is retained by Meritas for the ANZ region and delivers training to the LawLink network in New Zealand.
- In the US she has presented workshops and sessions for the Legal Marketing Association (LMA) since 2004. Other regional conferences include The Professional Services Marketing Group (UK); The Practice Management Group (Germany), Associes Juristes (France) and Crowe Howarth International (China)

Sue-Ella is member of the Judging Panel of Annual Industry Law Awards conducted by Lawyers Weekly. She also sits on the Executive of the Australasian Legal Practice Management Association and the Continuous Legal Education Association of Australasia.

In 2019 she was recognised as a ‘Fellow’ by The College of Law Firm Management (based in US). Fellowship is by invitation and is awarded to legal management professionals who exemplify the highest standards and achievements in the industry.



Alistair Marshall – Founder, Professional Services Business Development

Alistair Marshall has helped leading law firms, accountancy practices, engineers, retail banks and household name corporates attract new clients and win more new business for more than 30 years.

Unlike many other consultants who are very theoretical, Alistair has a hands-on, practical approach, free of jargon and business school nonsense.

Earl Allan - Team Engagement Consultant, TGIMonday Pte Ltd



Earl started his career practising law in one of Singapore’s top law firms. He then ventured into the fast-evolving world of digital marketing start-ups and subsequently moved into the world of international creative agencies. He has held leadership roles in operations, client servicing and management. In his last role, he was responsible for building an agile team structure to allow team members to work remotely across several regions, cities, cultures and languages.

Through the hard knocks of failure and sweet taste of success, he has learnt the importance of putting people first in managing change, developing team structures as well as creating experiences. Importantly too, being mindful when making choices in challenging moments.

He is a firm believer that with the right motivation and support, people can shift their mindset and behaviours. He gets joy in creating and facilitating experiential programs that shift mindsets and behaviours to level up team leadership or as part of a team’s transformation journey. He has had the privilege of working and supporting senior and middle management of local and regional teams in the Pharmaceutical, Luxury Fashion & Beauty, Engineering and QSR space.

Katherine Thomas



Katherine Thomas runs her own consultancy – Katherine Thomas Consulting Pty Limited - that helps law firms grow by developing existing client relationships, establishing new relationships and launching new services. Katherine recently launched Free Range Lawyers to connect law firms looking to flex their resource with freelance lawyers who work remotely, based across the globe. In 2013, Katherine established the flexible resourcing service Vario for international law firm Pinsent Masons. Katherine is a Teaching Fellow for the Business Strategy subject in the College of Law’s Master of Legal Business.

Registration Fees

Category	Presentation Sessions <u>ONLY</u>	Presentation Sessions + 1 Facilitated Workshop Session	Presentation Sessions + 2 Facilitated Workshops Sessions
Law Society Member	\$171.20 Free	\$243.96 Free	\$291.04 Free
SCCA Member	\$308.16	\$439.77	\$524.30
Non-Member	\$342.40	\$487.92	\$582.08

To register, please visit our website at: <https://www.lawsociety.org.sg/CPD-Portal/Law-Society-Events>.

For enquiries, please contact us at cpd@lawsoc.org.sg or 6530-0230.

1. General Terms and Conditions

- 1.1. **Free" registration tickets are extended only to Law Society of Singapore Members under the "Extraordinary Relief Package". Note: Other employees of law firms are not eligible**
- 1.2. **"Free" Registration tickets are strictly non-transferable.**
- 1.3. **If a Member is found to have lapsed in attendance of 3 free webinars, without cancellation of registration at least 3 working days prior to the event, their subsequent free registrations will be rejected and the usual registration fee will apply. Strictly no exemptions will be considered.**
- 1.4. Registration closes on the date as stipulated on the registration page or when all seats are filled.
- 1.5. Allocation of seats is on a first-come-first-served basis and there are limited seats for each programme.
- 1.6. The registration fee is due and payable upon registration and must be received prior to the programme.
- 1.7. Payment must be made by the closing date stated. Registration will only be confirmed upon receipt of full payment.
- 1.8. The Law Society reserves the right to refuse to register or admit any participant, and to cancel or postpone the programme.
- 1.9. For paid registrations, a substitute delegate is welcome, provided that The Law Society is notified in writing of the substitute delegate's name and particulars at least 3 working days before the programme. Substitution of registrant is not applicable for "Free" registration tickets.

2. Cancellation and Refund of Fees

- 2.1. Participants who cancel their registration before the commencement date shall be liable to pay the percentage of the registration fee set out as follows:
 - i. 20 calendar days before commencement date: 25% of registration fee.
 - ii. 8 to 19 calendar days before commencement date: 50% of registration fee.
 - iii. 7 calendar days or less before commencement date: 100% of registration fee.
- 2.2. Participants who cancel their registration without prior payment shall also be liable to the cancellation fee set out in 2.1. In the event that the payment for cancellation fee is not received despite multiple chasers, a tax invoice will be issued and mailed to your law practice/organisation.
- 2.3. Participants who are unable to attend the programme due to medical exigencies will be subject to a cancellation fee of 50% of the registration fee.