

Demystifying Digital: Personal Branding For Lawyers

**Sign up for the webinar & a workshop to enjoy a special, discounted bundle price!*



5 August 2022, Friday: 12.30pm – 2.00pm
9 September 2022, Friday: 9.30am – 5.30pm
7 October 2022, Friday: 9.00am – 12.30pm



This programme comprises a live webinar and two in-person workshops.



No. of Public
CPD Points:
**To Be
Confirmed**

Practice Area:
**Professional
Skills**

Training Level:
General

Programme Outline

[Webinar] Overview of LinkedIn for Lawyers

Date & Time: 5 August 2022, Friday, 12:30PM – 2:00PM

This webinar will provide an overview of LinkedIn for lawyers by addressing the following topics:

- What is personal branding, and why is it important for lawyers?
- Why use LinkedIn?
- Optimising Your Profile
- Building your Network
- Becoming a Thought Leader
- Leveraging LinkedIn
- Understanding the Algorithm

Time	Programme
12.15pm – 12.30pm	Participants to log on
12.30pm – 2.00pm	Overview of LinkedIn Lara Quie – Founder, Lara Q Associates
2.00pm	End

[In-Person Full Day Workshop] LinkedIn Bootcamp for Beginners

Date & Time: 9 September 2022, Friday, 9:30AM – 5:30PM

A one-day intensive workshop for lawyers to take their LinkedIn from zero to hero.

If you have no or a limited presence on LinkedIn and think you are too busy as a lawyer to get round to building your LinkedIn presence, this is the bootcamp for you. This in-person group workshop will walk you through all the steps you need to build a great personal brand on LinkedIn.

You will need to come armed with your laptop or phone to start building your profile **live**, as you learn all the tips and tricks you need to stand out from the crowd.

Time	Programme
9.00am – 9.30am	Registration
9.30am – 10.00am	Overview of the Bootcamp <ul style="list-style-type: none"> • Why should we be on LinkedIn? • Some facts about the platform

	<p>Exercise: Why do you want to use LinkedIn?</p> <p>What is your zone of genius?</p>
10.00am – 10.15am	Break
10.15am – 12.15pm	<p>Optimising Your Profile</p> <ul style="list-style-type: none"> • Your profile photo • Adding a banner • Your headline • Your industry & Location • Customising your URL • Say your name • Add your personal pronouns <p>Exercise: Write your headline using keywords</p>
12.15pm – 1.15pm	Lunch (Not Provided)
1.15pm – 2.15pm	<p>Your Story (“About section”): the 4 Ws:</p> <ul style="list-style-type: none"> • Who are you? • What do you do? • Why do you do it? • Who do you do it for? <p>Exercise: Write your about section – 30 minutes</p>
2:15 – 3:15pm	<p>Other Sections:</p> <ul style="list-style-type: none"> • Your Experience • Your education • Licences & Certificates • Volunteer Experience • Skills & Endorsements • Recommendations • Publications • Languages • Honours & Awards • Organisations • Interests • Make it easy to contact you
3.15pm – 3.30pm	Break
3.30pm – 4.00pm	<p>Creator Mode</p> <ul style="list-style-type: none"> • What is Creator Mode and its features? • Adding Featured content • Adding a profile video • Becoming a thought leader
4:00pm – 4:30pm	<p>The LinkedIn Algorithm</p> <ul style="list-style-type: none"> • Understanding the algorithm • Posting and structure of a post • Using Hashtags • Being social • Creating a habit

	Exercise: Creating a post
4.30pm – 5.00pm	Growing Your network <ul style="list-style-type: none"> • Connecting • Using groups • Creating a Newsletter
5:00pm – 5:30pm	General Q&A / Discussion
5.30pm	End

[In-Person Half-Day Workshop] LinkedIn Intensive for Intermediate Users

Date & Time: 7 October 2022, Friday, 9:00AM – 12:30PM

If you have your basic profile on LinkedIn and may have started posting a few times, but you are not entirely sure what you are doing and certainly not gaining any traction – this intensive session is for you. This half-day workshop will help you focus on what you need to do to build your personal brand, supercharge your profile, and get you the results you want.

- How to optimise your profile
- How to grow your network
- How to become a thought leader
- How the algorithm works and how to leverage it

Bring along your laptop / phone to work on your profile **live** and ask the questions you have always wanted to ask.

Time	Programme
08:30 – 9:00am	Registration
9.00am – 9.30am	Overview of the Intensive <ul style="list-style-type: none"> • Why are you on LinkedIn? • Some facts about the platform and why I use it <p><i>Exercise: Why do you use LinkedIn? What is your zone of genius?</i></p>
9.30am – 10.00am	Optimising Your Profile <ul style="list-style-type: none"> • Your profile photo • Adding a banner • Your headline • Your industry & Location • Customising your URL • Say your name • Add your personal pronouns • Make it easy for people to contact you <p><i>Exercise: Write your headline using keywords</i></p>
10.00am – 10.15am	Break

10.15pm – 11:00am	<p>Your Story (“About section”): the 4 Ws:</p> <ul style="list-style-type: none"> • Who are you? • What do you do? • Why do you do it? • Who do you do it for? <p><i>Exercise: Write your about section – 30 minutes</i></p> <p>Other Sections:</p> <ul style="list-style-type: none"> • Your Experience • Your education
11:00pm – 11:30am	<p>Creator Mode</p> <ul style="list-style-type: none"> • What is Creator Mode and its features? • Adding Featured content • Adding a profile video <p>Becoming a thought leader</p>
11:30 – 12:00pm	<p>The LinkedIn Algorithm</p> <ul style="list-style-type: none"> • Understanding the algorithm • Posting and structure of a post • Using Hashtags • Being social • Creating a habit <p><i>Exercise: Creating a post</i></p>
12:00 –12:30pm	General Q&A / Discussion
12.30pm	End

Speaker's Profile



Lara Quie – Founder, Lara Q Associates

After graduating from Oxford University with a degree in French and German, Lara attended law school and qualified as a solicitor in the UK with Dentons LLP. She practised for several years specialising in European Competition law at the European Commission, Taylor Wessing LLP, and DLA Piper LLP.

She transitioned as a business development professional working for Winston & Strawn LLP and Jones Day LLP. In Singapore, Lara was the Head of Business Development, Asia Pacific for Duane Morris & Selvam LLP. As of January 2022, she is the Head of Business Development, Asia Pacific for Twenty Essex Chambers.

Lara is an ICF certified executive coach. In 2020 she launched a boutique executive coaching and business advisory called Lara Q Associates. She has particular expertise in the legal industry as well as working with entrepreneurs and women leaders. Lara is a trusted advisor, mentor, and coach to senior executives during times of challenge and transition.

Registration Fees

Membership Category	Fees (inclusive of 7% GST)				
	Webinar & Workshop Bundle (applicable for 1 webinar + 1 full day workshop only)	Webinar & Workshop Bundle (applicable for 1 webinar + 1 half-day workshop only)	Webinar: Overview of LinkedIn for Lawyers	Full-Day Workshop: LinkedIn Bootcamp for Beginners	Half-Day Workshop: LinkedIn Intensive for Intermediate Users
Law Society Member / Employee from small law firm (i.e. 5 or less lawyers)	\$386.16	\$270.63	\$86.67	\$342.40	\$214.00
Law Society Member / Employee from mid or large law firm (i.e. 6 or more lawyers)	\$423.72	\$317.07	\$96.30	\$374.50	\$256.00
SCCA Member	\$736.29	\$476.28	\$144.00	\$674.10	\$385.20
Non-Member	\$818.10	\$529.20	\$160.00	\$749.00	\$428.00

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 0209.

1. Terms and Conditions

- 1.1. Registration closes on the date as stipulated on the registration page or when all seats are filled.
- 1.2. The registration fee is due and payable upon registration and must be received prior to the programme.
- 1.3. Payment must be made by the closing date stated. Registration will only be confirmed upon receipt of full payment. An email confirming your registration will be sent to the email address provided in your registration, and/or a message confirming your registration will be displayed on the Website. If you do not receive confirmation of your registration within twenty-four (24) hours of your registration, please contact the Law Society CPD team at cpd@lawsoc.org.sg.
- 1.4. The Law Society reserves the right to refuse to register or admit any participant, and to cancel or postpone the programme.
- 1.5. If you are unable to attend, a substitute delegate is welcomed, provided that the Law Society is notified in writing of the name and particulars of the substitute delegate at least 3 working days before the programme.

2. Cancellation and Refund of Fees

- 2.1. Allocation of seats is on a first-come-first-served basis and limited seats for each programme.
- 2.2. Participant who cancels 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.
- 2.3. Participants who cancel their registration without prior payment made shall also be liable to the cancellation fee set out in 2.2. 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.
- 2.4. Participant who is unable to attend the programme due to medical exigencies will be subject to a cancellation fee of 50% of registration fee.

3. Intellectual Property Rights

- 3.1. The Law Society reserves all its intellectual property rights (including but not limited to all copyright) which it either owns or holds as licensor in the programme and any materials forming part of the programme (including but not limited to written materials, slides, recordings, assessments and downloadable materials) made available to you as part of the programme ("**Law Society Materials**") and you agree that you will not do anything to infringe or prejudice those rights.
- 3.2. You may view (and where required to do so, download certain) Law Society Materials for your personal educational and training purposes only, subject to the restrictions set out in clause 3.3 below.
- 3.3. You may not:
 - 3.3.1. download or copy onto any device or medium any Law Society Materials other than as may be required as part of the programme;
 - 3.3.2. sell, sublicense, distribute, display, broadcast, store, modify, translate or transfer any Law Society Materials;
 - 3.3.3. use any Law Society Materials to create any derivative materials or competitive products;
 - 3.3.4. use any automated, programmatic, scripted or other mechanical means to access the programme;
 - 3.3.5. allow anyone except the individual to whom access to an programme has been allocated;
 - 3.3.6. allow any third parties to access, use or benefit from the Law Society Materials in any way; or

3.3.7. share your password or logon details with anyone.

4. Data Protection

- 4.1. All personal information you disclose to us in the registration form will be processed in accordance with the Personal Data and Protection Act. We will not share your contact details without your written consent.
- 4.2. By submitting this registration form, you consent that the Law Society may collect, use and disclose the personal data you provide in this form to administer your registration for this event and for statistical, analysis and planning purposes, solely related to this programme. You consent that we may disclose: (i) aggregate participant data to speakers to tailor their presentations for this event; (ii) aggregate participant data for publicity purposes.
- 4.3. You agree that any personal information you submit as part of your registration for the programme is accurate and that you have all necessary permissions to submit such personal information.

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

No of Public CPD Points: To be confirmed

Practice Area: Professional Skills

Training Level: General

[Webinar]:

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 in the manner required by the organiser, and not being away from the entire activity for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.

[In-Person Workshops]:

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, participants are reminded to sign in on arrival and sign out at the conclusion of the event in the manner required by the organiser. Participants must not be absent from the event for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending 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.