



Union Internationale des Avocats  
International Association of Lawyers  
Unión Internacional de Abogados

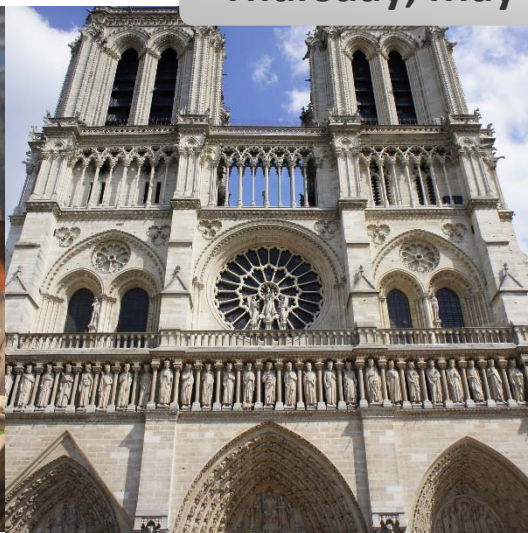
Attending this  
event will grant  
you CLE credits in  
most jurisdictions!

## UIA Training – Workshop

# Win, Keep and Grow your Clients:

# Marketing and Communication Strategies for Law Firms

Thursday, May 3 & Friday, May 4, 2018



#UIAStrategies4LawFirm

## PARIS – FRANCE

UIA • T +33 1 44 88 55 66 • F +33 1 44 88 55 77

[uiacentre@uianet.org](mailto:uiacentre@uianet.org) • [www.uianet.org](http://www.uianet.org)

# INTRODUCTION & GENERAL INFORMATION

## THE WORKSHOP - SUMMARY

How lawyers manage their marketing demonstrates the way in which they deliver client services. Day 1 will focus on building and developing relationships from the first contact to winning the mandate. These marketing skills are fundamental throughout long-term client relationships.

It costs up to nine times more to win a new client than to win more work from a current client. When clients start feeling that their lawyers are taking them for granted, and not nurturing them as they did at the start of a relationship, they are vulnerable to approaches from other law firms. Day 2 will focus on how to prevent this and how to ensure that loyal clients become your greatest ambassadors.

### Objectives of the workshop are to develop strategies and skills to:

- win more clients
- win more work
- keep your current clients happy and loyal
- grow your current clients

### For all lawyers who would like to:

- revise and refresh their marketing and communication skills
- re-motivate themselves and find new energy
- up-date their strategies and skills to adjust to the constantly changing multi-media environment
- learn a range of marketing and communication techniques
- revise and refresh what they already know
- build their confidence

### By the end of the workshop you will know how to:

- increase your marketing success
- adapt your marketing and communication according to different jurisdictions, cultures, sectors, clients, people and personalities
- manage a wide range of varying and sometimes difficult situations through effective communication
- understand the role of communication skills in winning and keeping clients happy
- identify and overcome the challenges of communicating

## Relevant, participative and interactive workshop

- The principles of the workshop apply to:
  - All sizes of firms: smallest to largest, national and international
  - All practice areas
  - All sizes and types of clients: including across sectors; structures; family, public or private
- Sessions are conducted in a whole variety of ways, including: presentations, PowerPoint, participants working individually, in pairs, in small groups, in larger groups, as a whole.
- Interactive participation includes: case-studies, role plays, quizzes, exercises, practicals, questionnaires, templates, checklists, problem-solving and theory-to-practice sessions.
- Discussions allow participants to share their experiences with others and have constructive problem-solving debates, which lead to practical and relevant solutions and lessons which can be learned from each other.
- Personal Action Plan - each individual creates a Personal Action Plan, of actions that they will carry out when they return to work. They can then immediately apply what they have learned as soon as they get back to the office from the workshop.

## Working language

The sessions will be held in **English without simultaneous translation**.

## Accreditation of courses

Every participant attending the entire 2 days Training Course programme will receive a "Certificate of Attendance" at the end of the Course that may be used for obtaining "Credits" for "Continuing Legal Education" - "Continuing Professional Development" purposes, depending on national rules. For more information, please contact the UIA.

## Participants

Minimum number of participants: 15 / Maximum number of participants: 32

## Register now to avoid disappointment

We register on a first come, first served basis and we are limited to an absolute maximum of 32 participants. When the workshop is full, we regret but we cannot accept any more registrations.

## INFORMATION

## REGISTRATION FEES

	UIA Member		Non Member	
	<= 03.04.2018	> 04.04.2018	<= 03.04.2018	> 04.04.2018
<b>STANDARD REGISTRATION</b> <i>Amounts exclusive of VAT</i>	€ 620.00*	€ 670.00*	€ 670.00*	€ 720.00*
<b>YOUNG LAWYER (&lt;35)**</b> <i>Amounts exclusive of VAT</i>	€ 250.00*			

**\*Due to the European legislation (Directive 2006-112-CE art.52-a), we have to invoice the amount including the French VAT currently at 20 %. However, you can deduct the VAT through your local fiscal administration.**

**\*\*Please attach proof of age to the registration form to benefit from young lawyers fee**

These fees cover participation in the Course, coffee breaks, lunches on Thursday, May 3 & Friday, May 4, 2018 as well as the documentation. The dinner on Thursday, May 3, 2018 is optional and at additional charge.

Applications will only be processed upon receipt in full of the registration fees. The organisers reserve the right to refuse admission in the event of excess applications.

## HOTEL RESERVATION

Each participant should make his/her own arrangements for hotel accommodation in Paris. The Website [www.booking.com](http://www.booking.com) might be helpful to find a hotel at walking distance.

A few hotel suggestions nearby are:

Paris Marriott Opera Ambassador (4\*) – at 450 m

Monsieur Cadet Hôtel & Spa (4\*) – at 190 m

Hôtel Pulitzer (4\*) – 260 m

Ibis Paris Grands Boulevards (3\*) – 200 m

### CANCELLATION CONDITIONS

All cancellations will be subject to a 50% deduction and will have to be sent in writing, to be received by the Union Internationale des Avocats **no later than April 3, 2018**. No refund will be made for cancellations received after this date.

**VISAS:** Anyone who requires a visa invitation letter in order to attend the training course should register and pay their registration fees **no later than April 3, 2018** to ensure there is enough time to obtain a visa.

All cancellations due to a visa refusal will be refunded in full, minus €50 + VAT to cover administrative costs, provided that the UIA has received the registration documents and **total registration fees no later than April 3, 2018**.

If you register after this date, only 50% of the amount paid minus €50 + VAT to cover administrative costs will be refunded for cancellations due to visa refusals.

All cancellations due to a visa refusal must be sent in writing and reach the UIA **before the training course**. Cancellations must be accompanied by a **proof of visa refusal**.

If your visa is issued after the training course date or if you do not have proof of visa refusal, you will not be entitled to a refund.

### GENERAL CONDITIONS

All registrations received by the Union Internationale des Avocats (UIA) along with the full payment of fees corresponding to the events selected will be confirmed in writing.

**Due to the European legislation (Directive 2006-112-CE art.52), the UIA has to invoice the amount including the French VAT currently at 20%. However, you can deduct the VAT through your local fiscal administration.**

The UIA reserves the right to cancel or postpone the training course to a later date, change the training course venue and/or programme, make any corrections or modifications in the information published in the training course programme and cancel any invitation to participate in the training course, at any time and at their entire discretion, without having to provide any reasons for the same.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature, suffered (directly or indirectly) by a delegate, accompanying person or a third party following any cancellations, changes, postponements or modifications.

**The UIA strongly advises participants to subscribe to modifiable and/or refundable services, as well as to take out a cancellation insurance.**

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature whatever, suffered (directly or indirectly) by a delegate or accompanying person, except in case of death or personal injury due to gross negligence by the UIA.

The contractual relations between the UIA and each participant (delegate or accompanying person) in relation to the training course are subject to French law and jurisdiction, to the exclusion of any other law. Paris is the city of jurisdiction.

### FORMALITIES

It is the responsibility of participants to ensure compliance with police, customs and health formalities for their journey. Participants unable to take part in the training course because of their inability to take a flight or any other means of transportation due to being unable to provide the documents required (passport, visa, vaccination certificate, etc.) cannot claim any reimbursement.

# COURSE VENUE

**UIA Office** – 20 rue Drouot – 75009 Paris, France

T +33 1 44 88 55 66

## PROGRAMME

**13 hours of training**

Thursday, May 3, 2018	
DAY 1: WIN NEW CLIENTS – TURN CONTACTS INTO CLIENTS AND REFERRERS AND INTERMEDIARIES	
08:30 – 09:00	REGISTRATION OF THE PARTICIPANTS
09:00 – 09:30	<b>Introductions</b> <b>Objectives</b> <b>Personal Action Plans</b>
9.30 – 10.30	<b>“I didn’t become a lawyer to be a salesperson”</b> <ul style="list-style-type: none"><li>- Networking without feeling like a sales person and being pushy</li><li>- Introducing yourself to others</li><li>- “What do I say after I have said “Hello”?”</li><li>- Well-informed “open” questions</li><li>- Who wants to talk to you and who doesn't?</li><li>- Remember people’s names</li><li>- Getting away from boring people</li><li>- Following-up with enthusiasm not desperation</li></ul>
10.30 – 10.45	COFFEE BREAK
10.45-11.15	<b>How to stand out from the crowd</b> <ul style="list-style-type: none"><li>- Effective legal branding</li><li>- What brand are you?</li><li>- Advantages of a strong brand</li><li>- Communicating your brand</li></ul>
11.15 - 12.30	<b>Marketing to build and strengthen relationships</b> <ul style="list-style-type: none"><li>- Find reasons to keep in touch with people</li><li>- Successful follow-up telephone calls</li><li>- Write successful business proposals</li><li>- Plan meeting with a potential client</li><li>- Give a winning presentation</li><li>- Handle difficult questions with confidence</li><li>- Ask for and win the mandate</li></ul>
12.30 – 14.00	LUNCH BREAK
14.00 – 14.30	<b>Creating new work, new clients and new markets</b> <ul style="list-style-type: none"><li>- Sectors – consolidation and growth</li><li>- Locations – where are you and where do you want to be?</li><li>- Events and activities – to host and to attend</li><li>- Build your own networks</li></ul>
14.30 – 15.30	<b>Create a marketing strategy</b> <ul style="list-style-type: none"><li>- Challenges, rules and limits on marketing in your jurisdiction</li><li>- Appropriate allocation of the limited resources you have</li><li>- Monitoring and measuring success</li><li>- Maximising Return on Investment of all marketing</li></ul>
15.30 – 15.45	COFFEE BREAK
15.45 – 16.30	<b>Five step marketing plan to implement strategy</b> <ul style="list-style-type: none"><li>- Create your plan</li><li>- Maximising return on your investment in activities</li><li>- Imaginative, low-cost enjoyable events</li></ul>
16.30 – 17.15	<b>Marketing channels</b> <ul style="list-style-type: none"><li>- Evaluating appropriate methods</li></ul>

	<ul style="list-style-type: none"> <li>- Structure, content and use of a website</li> <li>- Social media management: strengths/weaknesses and pitfalls</li> <li>- Media relations: press releases, interviews, press conferences, quotes, writing articles</li> </ul>
17.15 – 17.30	<b>Feedback</b> <b>Personal Action Plans</b>
20:00	Optional dinner <b>BISTROT PARADIS Restaurant</b> – 55 rue de Paradis, 75010 Paris

Friday, May 4, 2018

DAY 2: KEEP AND GROW YOUR CLIENTS

09:00 – 09:15	<b>Review of yesterday</b>
09.15 – 10.30	<b>Managing (new and long-term) client expectations</b> <ul style="list-style-type: none"> <li>- Know each client: strategy, objectives, pressures, priorities, values</li> <li>- Monitor and keep up-to-date with these</li> <li>- Anticipate needs and meet client expectations</li> <li>- Be pro-active and make suggestions</li> <li>- Client preferred communication: oral, written, electronic, face-to-face?</li> <li>- PASHMINA checklist</li> </ul>
10.30 – 10.45	<b>COFFEE BREAK</b>
10.45 – 11.30	<b>Anticipate and prevent problems</b> <ul style="list-style-type: none"> <li>- Signals that a problem may be arising</li> <li>- Four activities clients do not have time to do</li> <li>- How to avoid misunderstandings</li> <li>- No surprises: good or bad</li> </ul>
11.30 – 12.30	<b>Obtain and utilise client feedback to enhance service delivery</b> <ul style="list-style-type: none"> <li>- Methods to use</li> <li>- Be alert to discontent</li> <li>- Questions to ask and those you shouldn't</li> <li>- Active listening and interpreting the answers</li> <li>- Implementing suggestions from feedback</li> </ul>
12.30 – 14.00	<b>LUNCH BREAK</b>
14.00 – 14.30	<ul style="list-style-type: none"> <li>- Deal with difficult issues and situations and people</li> <li>- Turn complaints into opportunities</li> <li>- Reading body language and managing your own</li> </ul>
14.30 – 15.30	<b>Handle difficult fee discussions and negotiations</b> <ul style="list-style-type: none"> <li>- Prepare your side and anticipate the other's position</li> <li>- Know the value of every element of your fee to the client</li> <li>- Skills and techniques for a win-win result</li> <li>- Traps to avoid</li> </ul>
15.30 – 15.45	<b>COFFEE BREAK</b>
15.45 – 16.30	<b>Personal skill development</b> <ul style="list-style-type: none"> <li>- How to influence without power</li> <li>- Chair and participate in productive meetings</li> <li>- Assertiveness skills</li> <li>- Delegate effectively</li> <li>- Overcoming the "imposter syndrome"</li> </ul>
16.30 – 17.00	<b>Maintain ongoing communication with client until next mandate</b> <ul style="list-style-type: none"> <li>- Build a strong on-going relationship: be persistent and not irritating</li> <li>- Create a strategy and plan</li> <li>- Set SMART targets and goals</li> <li>- Monitor and measure</li> </ul>
17.00 – 17.30	<b>Way Forward</b> <b>Personal Action Plan</b>
	<b>Feedback</b> <b>Certificates</b>

## THE TRAINING TEAM



**Pippa BLAKEMORE**, BSc,  
PGCE  
The PEP Partnership LLP  
Reading, United  
Kingdom  
[pippa.blakemore@pep-partnership.co.uk](mailto:pippa.blakemore@pep-partnership.co.uk)

Pippa Blakemore has been advising law firms all over the world on the creation of strategy and its implementation since 1985, when she set up PEP. Pippa has worked for more than 80 regional, national and international law firms, as a consultant, or on an interim, project or *ad hoc* basis. For example, she has advised on more than 90 winning pitches and worked with more than 6,000 lawyers in all practice areas and in all sizes of law firms.

Pippa started her academic life as a mathematician, after which she studied Politics, Philosophy and Economics, and graduated from the University of Bristol in Politics, followed by a Post-Graduate Certificate in Education in History also from Bristol University. Her clients also include government bodies, global corporates, not-for-profit organisations and charities, which gives her a first-hand understanding and experience of the challenges facing the clients of law firms, and hence she can advise law firms accordingly.

Pippa Blakemore's advice to her clients includes: strategy creation and implementation, business development, rainmaking, client relationship management, leadership, management skills, project management, communication strategies and skills, problem solving, recruitment, appraisals, mentoring, coaching, speech writing, speech making, marketing and media management, public relations. Pippa has presented to lawyers all over the world, including Europe, United States, Canada, Africa, Mexico, South America, New Zealand and in Dubai.

Pippa's extensive writing includes publications in articles, on websites and chapters in books on: business development, marketing and training for lawyers, which have been published on

several continents and in several languages, including Catalan, Spanish, French and Finnish. She has also published on European politics and education, food and wine. Pippa's books are "Law Firm Pitches & Tenders: Presenting to Win" published by Worldwide Legal Research in October 2014 and "Networking for Lawyers: a pocket guide to building business relationships" published in October 2011. Pippa Blakemore is a Freeman of the City of London, which entitles her to drive sheep and cattle across London Bridge.



**Verena MOLL**  
ZSCHUNKE AVOCATS /  
RECHTSANWÄLTE  
Paris, France  
[v.moll@zschunke.com](mailto:v.moll@zschunke.com)

Verena Moll is a German lawyer admitted to the Berlin and Paris Bars. Since 2001, she has been partner of the law firm ZSCHUNKE Avocats / Rechtsanwältin in Paris.

She practices in international business law, restructuring of companies, employment and corporate law, in particular in transnational transactions and disputes before state courts in France and Germany or arbitration tribunals. She has also developed an expertise advising major contractors on infrastructure construction projects.

She is Past-President of the Private International Law Commission of the International Association of Lawyers (UIA – *Union Internationale des Avocats*) and is a regular speaker at its annual congresses. She is a member of the Executive Committee and Director of training and legal education of the UIA.

Verena is also member of the Executive Committee of the DeutscherAnwaltVerein (DAV) France, member of the DAV International Business Law Commission and a member of the Deutsche Institution für Schiedsgerichtsbarkeit (DIS).



**Nadia DARWAZEH**  
CLYDE & CO  
Paris, France  
[Nadia.Darwazeh@clydeco.fr](mailto:Nadia.Darwazeh@clydeco.fr)

Nadia Darwazeh is Head of Arbitration of Clyde & Co's Paris office. Nadia has extensive experience acting as counsel and sitting as arbitrator in commercial and investor-state arbitrations under the auspices of all major arbitral institutions.

Before joining Clyde & Co, Nadia practiced for fifteen years in the International Arbitration Groups of leading international law firms in Paris, Shanghai, Frankfurt and London. She also headed up the Europe, Middle-East, Africa team at the ICC International Court of Arbitration for a period of three years during which she supervised as Counsel over 400 arbitrations.

Clients have described Nadia as an 'excellent lawyer with a pragmatic and commercial approach, a strategic thinker and a very strong cross-examiner' (Chambers Global) and have praised her 'remarkable intelligence and dynamism' (Who's Who Legal). She has also been recognized as one of Who's Who Legal's Future Leaders.

Nadia is a member of the ICC Commission on Arbitration, the ICC Taskforce on Maximizing the Probative Value of Witness Evidence and is one of three members of the DIS Appointing Committee.

Nadia earned her LLM in International Public Law from the University of Cambridge and her LLB from the University of Warwick. She conducts arbitrations in French, German and English and speaks Dutch and Mandarin Chinese.

**Join the UIA during the training course and benefit from a 50% discount on your membership fee!**

[www.uianet.org](http://www.uianet.org)



Union Internationale des Avocats  
International Association of Lawyers  
Unión Internacional de Abogados

## UIA Training – Workshop

### Win, Keep and Grow your Clients: Marketing and Communication Strategies for Law Firms

Thursday, May 3 & Friday, May 4, 2018

PARIS – FRANCE

#### REGISTRATION FORM



Register online at [www.uianet.org](http://www.uianet.org)  
or please complete and return this form by email, fax or post, to:

**UNION INTERNATIONALE DES AVOCATS**

20 rue Drouot, 75009 Paris, FRANCE

Tel: +33 1 44 88 55 66 / Fax: +33 1 44 88 55 77 / Email: [uiacentre@uianet.org](mailto:uiacentre@uianet.org)

Register online!

#### UIA INDIVIDUAL MEMBERS

Please specify your membership number (Please check your membership card or membership fees):

MI \_\_\_\_\_

Family Name: .....

First Name: .....

Firm: .....

Address: .....

Post Code: .....

City: .....

Country: .....

Tel: .....

Fax: .....

Email: .....

Date of Birth: .....

EU VAT ID-number: .....

Special requests (special diet, allergies, handicap...): .....

.....

#### A. TRAINING - WORKSHOP REGISTRATION FEES

	UIA Member		Non Member	
	<= 03.04.2018	> 04.04.2018	<= 03.04.2018	> 04.04.2018
<b>STANDARD REGISTRATION</b> <i>Amounts exclusive of VAT</i>	€ 620.00*	€ 670.00*	€ 670.00*	€ 720.00*
<b>YOUNG LAWYER (&lt;35)**</b> <i>Amounts exclusive of VAT</i>	€ 250.00*			

\*Due to the European legislation (Directive 2006-112-CE art.52-a), we have to invoice the amount including the French VAT currently at 20 %. However, you can deduct the VAT through your local fiscal administration.

\*\*Please attach proof of age to the registration form to benefit from young lawyers fee

## B. SOCIAL ACTIVITIES

Please indicate below whether you plan to attend the following events **included** in the registration fees:

- Lunch – Thursday, May 3                       Lunch – Friday, May 4

## C. OPTIONAL ACTIVITIES

Please indicate below whether you plan to attend the following events **not included** in the registration fees:

- Optional dinner – Thursday, May 3:                      **€ 80\* (Excl. VAT)** per person

## D. TOTAL

TOTAL (A) Excl. VAT – Registration Fees: ..... €  
TOTAL (B) Excl. VAT – Optional Activities: ..... €  
**TOTAL (A+B) Excl. VAT:** ..... €  
**VAT (20 %)\*:** ..... €  
**TOTAL (A+B+VAT):** ..... €

**\* Due to the European legislation (Directive 2006-112-CE art.52-a), we have to invoice the amount including the French VAT currently at 20 %. However, you can deduct the VAT through your local fiscal administration.**

## E. COMMITMENT

**I undertake to attend the entire two-day programme.**

A “certificate of attendance” will be delivered to all participants who will attend the entire course.

## F. CANCELLATION & GENERAL CONDITIONS

I, the Undersigned, confirm that I have read and accepted the **cancellation conditions** as well as the **general conditions** given on **page 3** of the registration programme. My registration will only be taken into account on receipt of the payment.

Participants are aware that their image and/or voice may be photographed, recorded or filmed throughout the duration of the training course. They hereby assign to the UIA, with the signature of this form, the right to exploit, reproduce and disseminate the images and recordings by all means, both known and unknown, using all media, for an unlimited term and free of charge.

## G. METHOD OF PAYMENT

♦ By cheque in € - drawn in a French bank - payable to the UIA, addressed to: UIA - 20 rue Drouot – 75009 Paris – France

♦ By Bank transfer in € - without charges to the payee – in favour of the Union Internationale des Avocats, quoting "**F18PAR05**", to the following bank and account:

**Société Générale – Paris Elysées Entreprise**  
**91, avenue des Champs Elysées – 75008 Paris - France**  
**BIC / SWIFT: SOGEFRPP**  
**IBAN: FR76 3000 3033 9200 0503 4165 164**

♦ By credit card:                       Visa                       Mastercard

Card N°: \_ \_ \_ \_ \_

Expiry date: \_ \_ / \_ \_                      3 Digits: \_ \_ \_

Name of card holder: .....

I authorise the Union Internationale des Avocats to debit the above mentioned credit card in the amount of: **€ (Euros)**.....

Date: ...../...../.....                      Signature: .....