



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

## UIA Training Course

# How to Deal Successfully with Marketing, Communication and Managing of a Small/Medium Law Firm

Monday, May 18 & Tuesday, May 19, 2015



 #UIMarktg

## PARIS – FRANCE

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

## INTRODUCTION & GENERAL INFORMATION

The UIA is proud to present this Course which is part of the UIA 2015 Training Courses Programme. The objective of our Training Courses is to provide comprehensive tools in specific and/or specialist areas of the law or in specific projects, by offering advanced-level “master classes” held by outstanding expert trainers.

The UIA aims to provide excellence at reasonable cost, given its non-profit nature and institutional role.

The course is held over two days, with 2 trainers.

The sessions will be highly interactive.

**Minimum number of participants: 20**

**Maximum number of participants: 32**

### Who should attend?

- Practising lawyers or members of a law firm interested in developing and streamlining the marketing, communication and management of his/her firm or own practice, or advising lawyers on these skills.
- Managing Partners, Heads of Departments, Office Managers, Practice Managers, Marketing Partners, Heads of Marketing, Team leaders.

### 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.

## REGISTRATION FEES

	UIA Member		Non Member	
	<= 18.03.2015	> 19.03.2015	<= 18.03.2015	> 19.03.2015
<b>STANDARD REGISTRATION</b> <i>Amounts exclusive of VAT</i>	<b>€ 500.00*</b>	<b>€ 550.00*</b>	<b>€ 550.00*</b>	<b>€ 600.00*</b>

**\*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.**

These fees cover participation in the Course, coffee breaks in the morning, as well as the documentation. Lunches on Monday, May 18 & Tuesday, May 19, 2015, are optional and at additional charge. Please note that the number of places in this Training Course is limited. The maximum number of participants is 32. Since we expect this training programme to fill up quickly, if you are interested, we suggest that you register immediately and benefit of the lower rate.

Applications will only be processed upon receipt in full of the registration fees. Admission will be on a first come - first served basis. 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 Maison du Barreau is located in the "1<sup>er</sup> arrondissement" in Paris. A few hotel suggestions nearby are:

- *Hôtel Le Pradey 4\**
- *Hôtel Novotel Paris Les Halles 4\**
- *Hôtel Le Régent 3\**

The website [www.booking.com](http://www.booking.com) might be helpful to find a hotel at walking distance.

## THE TRAINING TEAM



**José Antônio MIGUEL NETO**  
Miguel Neto Advogados Associados  
São Paulo, Brazil  
E [mno@mnadv.com.br](mailto:mno@mnadv.com.br)

José Antônio Miguel Neto is the founder of the Brazilian law firm Miguel Neto Advogados Associados based in São Paulo. He is the Past President of the UIA "Management of Law Firms" Working Group.

He practices in the area of corporate, commercial and tax law. After graduating as a Bachelor of Law at the Universidade de São Paulo - USP (University of São Paulo) – Brazil, he graduated in Tax Law at the Columbia University of New York.

In addition to being a practitioner, José Antônio Miguel Neto has been a Law Professor at the Special Administration Course, Mackenzie University, from 1987 to 1996, a Guest Professor at the MBA course, School of Economics and Administration (FEA-USP), and has been appointed twice as a Judge of the Brazilian Tax Courts for two-year terms (2004-2005 and 2006-2007).



**Pippa BLAKEMORE**, BSc, PGCE  
The PEP Partnership LLP  
Reading, United Kingdom  
E [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.

## COURSE VENUE

### La Maison du Barreau

2 rue de Harlay  
75001 Paris – France

## PROGRAMME

Monday, May 18, 2015

DAY 1: LEGAL MARKETING AND COMMUNICATION

08:30 – 09:00	REGISTRATION OF PARTICIPANTS
09:00 – 09:45	<b>1. Legal Marketing: Winning and Keeping Clients</b> <ul style="list-style-type: none"><li>- Ethical Legal Marketing Goals</li><li>- Networking</li><li>- Building relationships</li><li>- The right marketing mix</li></ul>
09:45 – 10:30	<ul style="list-style-type: none"><li>- Turning contacts into clients</li><li>- Finding reasons to keep in touch</li><li>- Writing new business proposals</li><li>- Winning mandates</li></ul>
10:30 – 10:45	COFFEE BREAK
10:45 – 12:30	<b>2. Client Relationship Management: Retain and Grow Clients</b> <ul style="list-style-type: none"><li>- Keep current clients happy</li><li>- 4 things clients do not have time to do</li><li>- Fees and "Added Value"</li><li>- Prepare a Client Relationship Strategy</li><li>- Obtaining and utilising client feedback</li><li>- Deal with problems</li></ul>
12:30 – 14:00	LUNCH BREAK
14:00 – 14:45	<b>3. Branding</b> <ul style="list-style-type: none"><li>- Legal Brand: What brand are you?</li><li>- Questions for Consideration</li><li>- Practical Attitudes</li><li>- Intellectual Production</li><li>- Corporate Social Responsibility</li><li>- Preparing a client relationship strategy</li></ul>
14:45 – 15:30	<ul style="list-style-type: none"><li>- Writing for the media</li><li>- Legal articles</li><li>- Legal blogs</li></ul>
15:30 – 15:45	COFFEE BREAK
15:45 – 16:30	<b>4. Media management for lawyers</b> <ul style="list-style-type: none"><li>- What makes a newsworthy story</li><li>- Traditional PR</li><li>- Events</li><li>- Social Networks in Counselors Practice</li><li>- Social media management</li></ul>
16:30 – 17:30	<b>5. Create your firm's marketing strategy</b> <ul style="list-style-type: none"><li>- Where do you want to be by when?</li><li>- What is your brand?</li><li>- Who are your markets?</li><li>- What resources do you have?</li><li>- How to measure impact?</li><li>- Create and implement your plan</li><li>- Communication checklist</li></ul>



09:00 – 09:45	<b>1. Requirements to manage a modern legal practice</b> <ul style="list-style-type: none"> <li>- Modern Law Practice Management</li> <li>- Objectives of Professional Management</li> <li>- Why you need a strategy</li> <li>- Managerial process</li> </ul>
09:45-10:30	<b>Managerial skills</b> <ul style="list-style-type: none"> <li>- Leadership</li> <li>- Decision-making</li> <li>- Managing change</li> <li>- Effective communication</li> </ul>
10:30 – 10:45	COFFEE BREAK
10:45 – 11:45	<b>2. Internal management structures and procedures</b> <ul style="list-style-type: none"> <li>- Defining which processes to standardize</li> <li>- Helpful and illustrative Flowcharts</li> <li>- How to standardize your area</li> <li>- Developing a budget</li> <li>- Monitoring costs and controlling cash flow</li> </ul>
11:45 – 12:30	<b>3. Attract, retain and motivate staff</b> <ul style="list-style-type: none"> <li>- Effective recruitment, retention and motivation</li> <li>- Effective delegation</li> <li>- Appraisals which motivate</li> <li>- Training, development and career planning</li> </ul>
12:30 – 14:00	LUNCH BREAK
14:00 – 15:30	<b>4. Overcoming the management and entrepreneurial challenges</b> <ul style="list-style-type: none"> <li>- Law Practice challenges</li> <li>- Professional challenges</li> <li>- Fee structures, estimates and negotiation</li> <li>- Entrepreneurial capability: How to demonstrate it in practice</li> <li>- Innovation and creativity</li> </ul>
15:30 – 15:45	<b>5. Dealing with Partners</b> <ul style="list-style-type: none"> <li>- Partner requirements</li> <li>- Partners leaving and taking clients</li> <li>- Managing difficult people</li> <li>- Partner appraisals</li> <li>- Lateral hires</li> <li>- Career planning for Partners</li> <li>- Partner remuneration</li> </ul>
15:45 – 16:30	<b>6. Developing your personal skills</b> <ul style="list-style-type: none"> <li>- Know Yourself and what you want</li> <li>- Deal with issues before they become crises</li> <li>- 5 “D”s of Time Management</li> <li>- Feedback</li> </ul>
16:30 – 17:15	<b>7. Project Management</b> <ul style="list-style-type: none"> <li>- Developing Internal Projects</li> <li>- Project Features</li> <li>- Types of Project in a Law Firm</li> <li>- Project Life Cycle</li> </ul>
17:15 – 17:30	<b>Action Plan and the way forward</b>

## 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 17, 2015**. No refund will be made for cancellations received after this date.

**VISAS:** Anyone who requires a visa invitation letter in order to attend the seminar should register and pay their registration fees **no later than April 17, 2015** 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 17, 2015**.

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 seminar**. Cancellations must be accompanied by a **proof of visa refusal**.

If your visa is issued after the seminar 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 seminar to a later date, change the seminar venue and/or programme, make any corrections or modifications in the information published in the seminar programme and cancel any invitation to participate in the seminar, 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 seminar 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 seminar 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.

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## INFORMATION

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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**  
25 rue du Jour, 75001 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 COURSE REGISTRATION FEES

	UIA Member		Non Member	
	<= 18.03.2015	< 19.03.2015	<= 18.03.2015	< 19.03.2015
<b>STANDARD REGISTRATION</b> <i>Amounts exclusive of VAT</i>	€ 500.00*	€ 550.00*	€ 550.00*	€ 600.00*

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## B. OPTIONAL ACTIVITIES

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

- Lunch – Monday, May 18: € 42.50 (Excl. VAT) per person  
 Lunch – Tuesday, May 19: € 42.50 (Excl. VAT) per person

## C. 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.

## D. 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.

## E. CANCELLATION CONDITIONS

I, the Undersigned, confirm that I have read and accepted the **cancellation conditions** as well as the **general conditions** given on **page 6** 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 seminar. 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.

## F. METHOD OF PAYMENT

♦ By cheque in € - drawn in a French bank - payable to the UIA, addressed to: UIA - 25 rue du Jour – 75001 Paris – France

♦ By Bank transfer in € - without charges to the payee – in favour of the Union Internationale des Avocats, quoting "F15PAR05", 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: .....