

MARKETING AND CLIENT DEVELOPMENT

WEBINARS



FACE-TO-FACE



WHEN	Tuesday 11 March 2014 - 1.00pm to 2.00pm (AEDST) Thursday 13 March 2014 - 5.30pm to 7.00pm (Qld time) Tuesday 25 March 2014 - 1.00pm to 2.00pm (AEDST) Thursday 27 March 2014 - 5.30pm to 7.00pm (Qld time)
MCLE	1 CPD/MCLE unit per session
WHERE	By webinar and Workshops held at College of Law Queensland, Level 5 Wesley House, 140 Ann Street, Brisbane
PRICE	\$99.00/session Member/alumni* \$110.00 Non member*
CODE	Refer to registration form

Tuesday 11 March 2014 (CN140302\_PRM1)

**Webinar: Growing Revenue from Existing Clients**

This session increases the capacity of lawyers to build and communicate the value they can use to expand business with their existing clients. Learners will:-

- examine how what they do on a daily basis influences repeat business;
- identify whether they should be servicing clients differently in order to win further work;
- design strategies to eliminate the top 3 situations clients try to avoid;
- collaboratively design client maintenance activities to execute 5-star relationship building;
- choose 2-3 client maintenance activities to execute before month end;
- discuss barriers they might face in carrying out client maintenance and strategies to overcome them.

Presented by: **LARA ELGEY** Flare Integrated Marketing

Thursday 13 March 2014 (CN140304\_PRM1)

**Client Conversations to be Offered Further Work**

This session increases the capacity of lawyers to build and communicate the value they can use to expand business with their existing clients. Learners will:-

- analyse what a client needs in order to offer them further work;
- explore the elements of successful conversations including the different types of data you need to listen for, problem definition, collaborative solution building and actioning the next step;
- practise conversations in groups of three;
- plan (low stakes if preferred) conversations to practise on return to work;
- develop a reflection template of questions they can ask themselves after each conversation in order to continue improving.

While this is a stand-alone topic, we highly recommend enrolling in the preceding webinar "[Growing Revenue from Existing Clients](#)" to get the maximum benefit from this session.

Presented by: **KRISTIN DEVITT** Managing Director, KDPR

Tuesday 25 March 2014 (CN140303\_PRM1)

**Webinar: Attracting New Business through Visibility, Credibility and Strong Relationships**

Attracting new business is a clearly defined process that takes strategy, method and disciplined implementation. To succeed in the long-term, lawyers need to possess good marketing habits and make smart decisions about how to invest their limited non-billable time.

- Examine the criteria buyers use when searching, deciding between and finally selecting a professional services provider;
- Discuss the inverted triangle business development model and the elements of Visibility, Credibility and Strong Relationships;
- Map the marketing activity they currently do AND/OR should be doing against the inverted triangle business development model;
- Discuss follow-up activities that make the difference between winning work and not;
- Examine the Connect, Convince, Collaborate Framework;
- Use the framework to make decisions about how to invest your precious 2-3hrs of non-billable time;
- Map a 7-9 activity program against the framework either for a specific prospect, a referrer or generically.

Presented by: **LARA ELGEY** Flare Integrated Marketing

Thursday 27 March 2014 (CN140305\_PRM1)

**Writing Workshop: Key Content Marketing Pieces to Enhance Visibility, Credibility and Strong Relationships**

Lawyers at all levels should be enhancing their visibility, building credibility and creating relationships through content generation. In this writing workshop, learners will:-

- write the 1st sentence of their new personal profile and review the PP template to complete later;
- draft a case story using the client's voice;
- collaborate to get feedback on their case story;
- discuss ways to get clients to tell their stories;
- develop a quarterly content action plan; and
- make one of their good marketing habits analysing the content they read and collecting the good pieces.

We highly recommend enrolling in the preceding webinar "[Attracting New Business through Visibility, Credibility and Strong Relationships](#)" to get the maximum benefit from this session.

Presented by: **KRISTIN DEVITT** Managing Director, KDPR

# ORDER FORM AND TAX INVOICE

ABN 61 138 459 015



## PLEASE COMPLETE THIS FORM AND EITHER EMAIL, FAX OR MAIL IT TO:

The College of Law City, Level 16, St James Centre, 111 Elizabeth Street, Sydney

Email: [cpd@collaw.edu.au](mailto:cpd@collaw.edu.au) Fax: (02) 9965 7177

### PLEASE REGISTER ME FOR THE FOLLOWING SESSIONS:

CODE	PROGRAM NAME	DATE	MEMBER/ALUMNI PRICE*	NON-MEMBER PRICE*
<input type="checkbox"/> CQ140302_PRM1	Webinar: Growing Revenue from Existing Clients	Tuesday 11 March 1.00pm-2.00pm (AEDST)	\$99.00 (incl \$9.00 GST)	\$110.00 (incl. \$10.00 GST)
<input type="checkbox"/> CQ140304_PRM1	Workshop: Client Conversations to be Offered Further Work	Thursday 13 March 5.30pm-7pm (Qld time)	\$99.00 (incl \$9.00 GST)	\$110.00 (incl. \$10.00 GST)
<input type="checkbox"/> CQ140303_PRM1	Webinar: Attracting New Business through Visibility, Credibility and Strong Relationships	Tuesday 25 March 1.00pm-2.00pm (AEDST)	\$99.00 (incl \$9.00 GST)	\$110.00 (incl. \$10.00 GST)
<input type="checkbox"/> CQ140305_PRM1	Writing workshop: Key Content Marketing Pieces to Enhance Visibility, Credibility and Strong Relationships	Thursday 27 March 5.30pm-7pm (Qld time)	\$99.00 (incl \$9.00 GST)	\$110.00 (incl. \$10.00 GST)

\* College of Law Alumni or NSW Law Society Member

Total paid: \$

#### Note:

**3+Price:** Should you wish to attend three (3) or more sessions in this excellent series, a special price of **\$85.00** (incl. GST) for Members/Alumni or **\$93.50** (incl. GST) for non-Members/Alumni is being offered.

Please refer to brochure on "[Improving Financial Performance](#)" for more seminars.

These seminars satisfy Continuing Legal Education mandatory requirements for Practice Management and Business Skills.

### DETAILS

Please fill in all sections of this form using CAPITAL letters and in blue or black ink.

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This Document will be a Tax Invoice for GST purposes when you make a payment, please keep a copy for your records.

We welcome telephone bookings, but a credit card number must be given and payment authorised. Please note that refunds are not given unless the College is notified of your cancellation in writing four working days before the workshop. A cancellation fee applies to each workshop. Please note all registrations must be accompanied by payment. If you require any changes to your contact details or they appear incorrect in anyway, contact The College of Law on

Ph: 02 9965 7111 or email: [cpd@collaw.edu.au](mailto:cpd@collaw.edu.au)