

Madrid

4-9 October 2009

International Bar Association Conference

GENERAL INTEREST

Developing your practice



the global voice of
the legal profession



Pippa Blakemore, BSc (Hons), PGCE, of The PEP Partnership LLP, is returning to the Annual Conference in Madrid this year as a result of her hugely popular sessions in Buenos Aires last year.

Clients and potential clients are under huge pressure to cut costs and obtain greater value for money from their law firms. It is even more important, therefore, for lawyers to continue to develop relationships and provide innovative, creative and imaginative solutions to clients' problems.

Pippa works as an Interim Director of Business Development and Marketing for Law firms, on an interim or project basis. She advises lawyers on how to deliver what clients, referrers and intermediaries are looking for from legal advice and legal services. Pippa works with law firms all over the world enabling them to meet and exceed client expectations, while at the same time streamlining their approach to business development, marketing and selling.

Pippa provides a systematic approach to marketing one's practice, giving lawyers sample sales and marketing analytical tools.

Jeffrey Peterson Past Chair, Aviation Law Committee

Notwithstanding the experience one may have, the topic – Give a Winning Presentation, the interactive way it was considered, its neat structure and practical advice, are very useful as they arm one with a systematic and organised approach to the achievement of good results. My sincere recommendations to everyone who would like to improve their presentation and communication skills!

Boris Boyanov Member of the Advisory Board of the European Forum

My first encounter with Pippa Blakemore was at the IBA conference in Prague 2005. Thereafter, at my request, she has run seminars in Nigeria – in 2006 and 2007 respectively. At these events, Pippa keeps lawyers spell-bound with her message – be proactive; be creative; be self assured. Our firm is happy to be associated with these events that constructively confront the paradigm of 'lawyering' in the usual run-of-the-mill mode.

Ayuli Jemide Detail Solicitors, Lagos, Nigeria

TUESDAY 1000 – 1300

Turn contacts into clients and referrers: the relationship building approach to international networking

This interactive and participative session will give you practical tips and ideas on how to grow your practice and how to:

- network successfully;
- build relationships internationally;
- make the most of any event you attend without feeling 'pushy' or uncomfortable;
- introduce yourself to other people and remember their names;
- extract yourself from boring people;
- follow-up with any people you meet in a personal way;
- develop and strengthen relationships with referrers and intermediaries;
- read other people's body language and control your own;
- find reasons to keep in touch in different ways;
- talk about fees without embarrassment;
- conduct sales meetings with confidence; and
- win new work.

Increase your value to current and future clients: the RAINBOW strategy

Your clients can be your greatest ambassadors and sources of new work. We will develop strategies to:

- understand the current pressures on your clients;
- understand your clients' business;
- strengthen and deepen your relationships with your clients;
- increase the quality and quantity of work from your clients;
- meet client expectations;
- provide 'added value';
- obtain feedback on your clients' perceptions of you;
- anticipate and prevent problems;
- deal with difficult clients and complaints;
- handle challenging fee discussions;
- cross-sell between your firm and the client;
- prepare a client relationship management strategy; and
- implement your client relationship plan.

THURSDAY 1500 – 1800

Give a winning presentation

By the end of this session, you will have given a presentation, in which you know how to:

- win and keep the audience's attention for a wide range of audiences;
- make a complex legal lecture interesting to all;
- deliver a winning pitch presentation;
- keep to time;
- project your voice effectively;
- use your body language powerfully;
- be impressive in your personal appearance;
- handle awkward people and answer difficult questions;
- increase your confidence and overcome your nerves; and
- use your notes and visual aids effectively.

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