



HITTING YOUR STRIDE

June 2, 2017

Program Chairs:

Dominique T. Hussey, *Bennett Jones LLP*
Lonny J. Rosen, C.S., *Rosen Sunshine LLP*

Program Agenda

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|---------------|---|
| 11:30 – 12:00 | <i>Registration with Lunch Provided</i> |
| 12:00 – 12:05 | Welcome and Introductory Remarks
<i>Lonny J. Rosen, C.S., Rosen Sunshine LLP</i> |
| 12:05 – 12:20 | Keynote: Building a Practice – Becoming a Trusted Advisor
<i>Jane Southren, Principal and Business Development Advisor, Jane Southren Consulting</i> |
| 12:20 – 1:00 | Developing & Raising Your Profile While Growing Your Practice
<i>Andrew Faith, Polley Faith LLP</i>
<i>Dominique T. Hussey, Bennett Jones LLP</i>
<i>Andrew Skodyn, Lenczner Slaght Royce Smith Griffin LLP</i>
<i>Jane Southren, Jane Southren Consulting</i> |

Proposed Discussion Topics Include (see separate questions to be distributed by Jane):

1. Panel discussion will refer to and expand on foundational elements with examples and perspectives from panelist.
2. Developing a vision for your practice – pro-active vs. reactive career planning
3. Profile development
4. Mentoring – does it work, how to find the right mentor
5. Identifying and developing relationships with referral sources
6. How do you become a trusted advisor and indispensable to clients?
7. Leadership
8. Networking
9. Marketing yourself
10. Other- tbd

1:00 – 1:05	Q & A – Ask Us Anything
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1:05 – 1:45

Panel: Mapping Out Your Career Path - Multiple Tracks to Success – Lessons Learned

Peter Aprile, *Counter Tax Lawyers*

Matthew Gottlieb, *Lax O'Sullivan Lisus Gottlieb LLP*

Reena Lalji, *CIBC Legal Department*

Lonny J. Rosen, C.S., *Rosen Sunshine LLP*

Margaret L. Waddell, *Phillips Gill LLP*

Discussion Topics Include:

1. Each panelist to describe their respective paths to success, share top tips and pitfalls to avoid [3- 4 minutes each]
2. High profile litigation: How it differs and how to get it [Marg, Matt]
3. Starting your own firm [Lonny, Peter]
4. Developing an individual profile in a large firm or organization [Reena, Matt]
5. Niche practices, tech innovations and new legal podcasts [Peter]
6. Developing a counsel practice/referral base from other lawyers [Peter, Lonny]
7. Other topics to work into above:
 - Knowing your place vs finding your place as a younger lawyer
 - Unique issues for women in mapping out your career path
 - Role of senior lawyers: expectations for supporting younger lawyers in mapping out their career paths[Other TBD]

1:45 – 1:55

Q & A – Ask Us Anything

1:55 – 2:05

Networking Break

2:05 – 3:35

Breakout Workshop Sessions

Each participant will take part in two previously-selected 45 minute breakout sessions. Please check the back of your name badge for your room assignments

1) Effective Marketing for Litigators - Responding to RFPs and Making a Pitch for Work

Andrea Laing, *Blake, Cassels & Graydon LLP*

Ryan Morris, *Blake, Cassels & Graydon LLP*

Proposed topics Include:

- Unique challenges litigators face in selling
- Pitches and RFPs – ten tips from the trenches

2) Using Social Media to Build Your Practice and Profile

Erin H. Durant, *Borden Ladner Gervais LLP*

Lonny J. Rosen, C.S., *Rosen Sunshine LLP*

Proposed topics Include:

- Social media platforms
- techniques for litigators
- [NTD – other]

3) Creating A Business Plan that Works for You – Including Effective Networking Techniques

Tracy L. Wynne, *General Counsel, Canadian Pacific Railway*

Jane Southren, *Jane Southren Consulting*

Topics Include:

- Developing a vision and setting goals
- attracting new clients and prospects
- becoming a trusted advisor
- Networking techniques
- practical tips, and avoiding traps
- how to gain and keep work from in-house counsel
- [NTD – other, flesh out]

4) Boosting Productivity- Time Management and Effective Delegation

Ann Gomez, *Productivity Consultant & President, Clear Concept Inc.*

Dominique T. Hussey, *Bennett Jones LLP*

Topics Include:

- Managing numerous demands on your time
- Identifying priorities, effective time management, becoming pro-active rather than re-active.
- Dealing with interruptions and large volumes of email, documents, etc.
- Delegate, train and inspire your team
- [NTD – other, flesh out]

	Classroom TBD	Classroom TBD	Classroom TBD	Classroom TBD
2:05 – 2:50	Effective Marketing for Litigators	Using Social Media to Build Your Practice and Profile	Creating a Business Plan that Works for You	Boosting Productivity
2:50 – 3:35	Effective Marketing for Litigators	Using Social Media to Build Your Practice and Profile	Creating a Business Plan that Works for You	Boosting Productivity

- 3:35 – 4:00 **Synthesis & Debrief: Share Top Tips, Traps & Results from Break-Out Sessions**
Workshop Leaders - to identify and present top three tips from each session.
- 4:00 - 4:05 **Concluding Remarks**
Dominique T. Hussey, *Bennett Jones LLP*
- 4:05 – 5:00 **Networking Reception – Hosted by Collins Barrow**