



HITTING YOUR STRIDE

June 1, 2016

Program Chairs:

Wendy Berman, *Cassels Brock & Blackwell LLP*

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

Program Agenda

- 12:30 – 1:00 *Registration*
- 1:00 – 1:05 **Welcome and Introductory Remarks**
Lonny J. Rosen, C.S., *Rosen Sunshine LLP*
- 1:05 – 1:20 **Elements of a Litigation Lawyer's Business
Development Plan [Title Pending]**
Jane Southren, *Jane Southren Consulting*
- 1:20 – 2:00 **Developing & Raising Your Profile While Growing Your Practice**
Wendy Berman, *Cassels Brock & Blackwell LLP*
Dana Peebles, *McCarthy Tétrault LLP*
Jane Southren, *Jane Southren Consulting*

Proposed Discussion Topics Include:

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

2:00 – 2:05 **Q & A – Ask Us Anything**

2:05 – 2:40

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

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

Martha A. McCarthy, LSM, *Martha McCarthy & Company [Invited TBD]*

Sylvie Rodrigue, *Torys LLP*

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

Janice Wright, *Wright Temelini LLP*

Proposed 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 [Matt]
3. Starting your own firm [Janice, Lonny, Martha]
4. Developing an individual profile in a large firm [Sylvie]
5. Developing a counsel practice/referral base from other lawyers [Matt/Janice/Lonny]
6. Other - tbd

2:40 – 2:50

Q & A – Ask Us Anything

2:50 – 3:00

Networking Break

3:00 – 4:30

Breakout Workshop Sessions

Each participant will take part in two 45 minute breakout sessions following the schedule below.

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

Jodi Kovitz, *Osler, Hoskin & Harcourt LLP*

Litigation Counsel - TBD

Topics Include:

- How to sell yourself
- Identifying your target clients
- Marketing for business and profile development
- [NTD – other, flesh out]

2) Using Social Media to Build Your Practice and Profile – Nuts & Bolts

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

Stuart Rudner, *Rudner MacDonald LLP*

Topics Include:

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

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

Wendy Berman, *Cassels Brock & Blackwell LLP*
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
- [NTD – other, flesh out]

4) **Boosting Productivity- Time Management and Effective Delegation**

Ann Gomez, Productivity Consultant & President, *Clear Concept Inc.*
Sarah Armstrong, *Fasken Martineau DuMoulin 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 1	Classroom 2	Classroom 5	Classroom 6
3:00 – 3:45	Effective Marketing for Litigators	Using Social Media to Build Your Practice and Profile	Creating a Business Plan that Works for You	Boosting Productivity
3:45 – 4:30	Effective Marketing for Litigators	Using Social Media to Build Your Practice and Profile	Creating a Business Plan that Works for You	Boosting Productivity

4:30 – 4:55

Synthesis & Debrief: Share Top Tips, Traps & Results from Break-Out Sessions

Speaker(s) [NTD- identify speaker from each workshop to take notes and share top tips, traps]

Moderator:

4:55 - 5:00

Concluding Remarks

Wendy Berman, *Cassels Brock & Blackwell LLP*

5:00 – 6:00

Cocktail Reception – Hosted by Collins Barrow