

# Agenda

## International Thinking Out of the Box: The 2nd IBA Virtual Legal Business Development & Marketing Conference/ 27 September to 30 September, 2021

A virtual conference presented by the IBA's Law Firm Management Committee's Business Development and Marketing Subcommittee, and the IBA's Young Lawyers Committee.



Four days (two fast-paced hours each day) of the very best concentrated, inspirational international panels, interviews, keynotes and mindful moments.

### Monday, 27 September: Introductory Day – What the Future Holds (1600 – 1800 BST/11 am – 1 pm ET)

1601 – 1615 BST - Welcome Words

Itzik Amiel, [THE SWITCH™](#), Vice-Chair, Law Firm Management Committee Business Development and Marketing Subcommittee, The Netherlands, and Introduction from the IBA, Peter Bartlett, [MinterEllison](#), Melbourne, Victoria, Australia; LPD Chair, LPD Officers

1615 – 1630 BST - Video Collage: What is in Our Future? Changes in Legal Business Development and Marketing During the Last Year

1630 – 1640 BST - Well-being Moment: Learning to Take Your Own Temperature

Anne Macdonald, [Harper Macleod LLP](#), Glasgow, Scotland; Chair, Law Firm Management Committee Business Development and Marketing Subcommittee, and Rachel Spearing, [Wellness for Law](#), London, England

1640 – 1700 BST - How to Create a Legal Culture and Increase Employee Productivity by Creating Flawless Knowledge Sharing Across the Organization

Itzik Amiel and Edan Kertis, [My Quest](#), Israel

1700 – 1730 BST - Networking Hub: Get Connected with Other Attendees Through Remo

## Tuesday, 28 September: Client Relationships (1600 – 1800 BST/11 am – 1 pm ET)

*For any law firm - or any lawyer, for that matter - it is important to focus on building strong client relationships. Happy clients will keep coming back, and they may also recommend your services to others. Although there are plenty of ways to build these, some approaches work better than others. If you want to build the best client relationships possible, you do not want to miss this day where you'll learn a few best practices surrounding client relationships.*

### 1605 – 1630 BST - Client Relationship: One-On-One

Session/Workshop Chair Anne Macdonald and Mitchell Zuklie, [Orrick](#), Menlo Park, California, USA

### 1630 – 1640 BST - Video Collage: What Can be Done to Ensure Clients' Retention?

### 1640 – 1650 BST - Well-being Moment: Is Personal Growth the Best Indicator of Success?

Melissa Davis, [MD Communications](#), London, England and Antoinette Moriarty, [Law Society of Ireland](#), Dublin, Ireland

### 1650 – 1715 BST - Networking and Round Table Discussions through Remo

### 1715 – 1745 BST - Panel: Building Client Relationships Framework

Itzik Amiel with Gabor Damjanovic, [Forgo Damjanovic & Partners](#), Budapest, Hungary; Secretary-Treasurer, Professional Ethics Committee, Brad Karp, [Paul, Weiss, Rifkind, Wharton & Garrison LLP](#), New York, New York, USA, and Ingrid Pierce, [Walkers](#), George Town, Cayman Islands

### 1745 – 1755 BST - Video Collage: Know Your Clients

### 1755 – 1800 BST - Summary and Insights

Itzik Amiel

## Wednesday, 29 September: Law Firm Culture (1600 – 1800 BST/11 am – 1 pm ET)

*Creating and nurturing an environment that supports lawyers and other professionals, both as professionals in their fields and as human beings, and treats everyone fairly is critical to a firm's success. Challenging the law firm culture empowers firms to help their employees, clients, and businesses thrive. The second day of this conference will explore what a strong working culture looks like and will discuss how to build it to become even more successful.*

1601 – 1605 BST - Welcome  
Itzik Amiel

1605 – 1630 BST - Culture of Law Firms: One-On-One  
Deborah Brightman Farone, [Farone Advisors LLC](#), New York, New York, USA; Supervising Outreach and Education Officer, Law Firm Management Committee, with Keith Fullenweider, [Vinson & Elkins](#), Houston, Texas, USA

1630 – 1640 BST - Video Collage: Can You Keep Calm and Carry On?

1640 – 1650 BST - Well-being Moment : Is Perfectionism the Biggest Threat to the Mental Health of the Legal Sector?  
Session/Workshop Chair Melissa Davis and Elizabeth Rimmer, [LawCare](#), Bath, England

1650 – 1715 BST - Networking and Round Table Discussions

1715 – 1745 BST - If Culture is So Valuable, How Can You Build and Maintain It?  
Itzik Amiel with David S. Cohen, [DS Cohen & Associates](#), Toronto, Ontario, Canada, Howard M Kravitz, [Winston and Strawn](#), New York, New York, USA , and Lauren J Resnick, [BakerHostetler](#), New York, New York, USA

1745 – 1755 BST - Video Collage: How has Marketing Interplayed With Culture? What Can We Learn?

1755 – 1800 BST - Summary & Insights  
Itzik Amiel

## Thursday, 30 September: Cultivating BD Through Marketing Tools and Innovation

(1600 – 1800 BST/11 am – 1 pm ET)

*The legal business development and marketing landscape is changing rapidly, raising some challenging questions: Can artificial intelligence (AI) help solve business development or marketing challenges in your law firm? Which business development and marketing technologies can help your firm thrive? Which do you need to use just to survive? Will your firm's services remain relevant when you implement the relevant tools? What technology is being used successfully that you did not know existed? We invite you to learn about the latest trends and issues affecting the legal business development and marketing technology landscape, in all stages of the legal sales cycle.*

1601 – 1605 BST - Welcome

Itzik Amiel

1605 – 1630 BST - Connecting Tech, Marketing and Human : One-On-One

Itzik Amiel with Maya Markovich, [Netlaw Labs \(Dentons\)](#), New York, New York, USA

1630 – 1640 BST - Video Collage: Biggest Marketing Future Changes

1640 – 1650 BST - Well-being Moment: The Imposter Syndrome

Anne Macdonald with Kirsty McWilliam, [Coaching Direct](#), Edinburgh, Scotland

1650 – 1715 BST - Networking and Round Table Discussions Through Remo

1715 – 1745 BST - What Does The Future Hold for Business Development and Marketing Technology?

Deborah Brightman Farone with Vincent Cordo Jr, [Holland & Knight](#), Tampa, Florida, USA, David Hambourger, [Chapman and Cutler LLP](#), Chicago, Illinois, USA, and Jennifer Leonard, [Penn Law, University of Pennsylvania](#), Philadelphia, Pennsylvania, USA

1745 – 1755 BST - Video Collage: How Are Business Development and Marketing Technology Used Today?

1755 – 1800 BST - Summary and Closing Insights

Itzik Ameil and Jaime Carey, Managing Partner, [Carey](#) (Chile) and IBA Secretary-General