



UNION INTERNATIONALE DES AVOCATS  
INTERNATIONAL ASSOCIATION OF LAWYERS  
UNIÓN INTERNACIONAL DE ABOGADOS

# TRAINING COURSE

## How to Manage a Small/Medium-Sized Law Firm

# PARIS

May 21 & 22, 2012  
(Monday – Tuesday)

# INTRODUCTION

## General presentation

The UIA is proud to present this Course which is part of the UIA Training Courses Programme 2012.

The objective of our Training Courses is to provide comprehensive tools in specific and/or specialist areas of the law or in specific projects, by offering advanced-level “master classes” held by outstanding expert trainers.

## Concepts

The UIA aims to provide excellence at reasonable cost, given its non-profit nature and institutional role.

The course is held over two days, with 2 trainers.

The sessions will be highly interactive.

**Minimum number of participants: 22**

**Maximum number of participants: 32**

## Objectives of the training

- To identify and overcome the challenges of managing and marketing a small to medium-sized law firm
- To win more clients
- To make clients happy and keep them loyal
- To increase turnover and profitability
- To save time in management and marketing
- To increase the effectiveness of all law firm management and marketing

## Who should attend?

- Practising lawyers or members of a small or medium-sized law firm interested in developing and streamlining the management of his/her firm or own practice, or advising lawyers on these skills.
- Managing partners, Heads of Departments, Office Managers, Practice Managers, Marketing Partners, Heads of Marketing, Team leaders.

## Working language

The sessions will be held in English without simultaneous translation.

## Accreditation of courses

Every participant attending the entire 2 days Training Course programme will receive a “Certificate of Participation” at the end of the Course that may be used for obtaining “Credits” for “Continuing Legal Education” - “Continuing Professional Development” purposes, depending on national rules. For more information, please contact the UIA.

## THE TRAINING TEAM



### **José Antônio MIGUEL NETO**

Miguel Neto Advogados Associados  
São Paulo, Brazil  
Email: [mno@mnadv.com.br](mailto:mno@mnadv.com.br)

**José Antônio Miguel Neto** is the founder of the Brazilian law firm Miguel Neto Advogados Associados based in São Paulo. He is the **President of the UIA "Management of Law Firms" Working Group**.

He practices in the area of corporate, commercial and tax law. After graduating as a Bachelor of Law at the *Universidade de São Paulo - USP* (University of São Paulo) – Brazil, he graduated in Tax Law at the Columbia University of New York.

In addition to being a practitioner, José Antônio Miguel Neto has been a Law Professor at the Special Administration Course, Mackenzie University, from 1987 to 1996, a Guest Professor at the MBA course, School of Economics and Administration (FEA-USP), and has been appointed twice as a Judge of the Brazilian Tax Courts for two-year terms (2004-2005 and 2006-2007).



### **Pippa BLAKEMORE**

BSc, PGCE  
Reading, United Kingdom  
Email: [pippa.blakemore@pep-partnership.co.uk](mailto:pippa.blakemore@pep-partnership.co.uk)

**Pippa Blakemore has been advising law firms** on the creation of strategy and its implementation since 1985, when she set up PEP. Pippa has worked for more than 80 regional, national and international law firms, in the UK and overseas, as a consultant, or on an interim, project or ad hoc basis. For example, she has advised on more than 90 winning pitches and worked with more than 6,000 lawyers in all practice areas and in all sizes of law firms.

**Pippa started her academic life as a mathematician**, after which she studied Politics, Philosophy and Economics, and graduated from the University of Bristol in Politics, followed by a Post-Graduate Certificate in Education in History also from Bristol University. **Her clients** also include government bodies, global corporates, not-for-profit organisations and charities, which gives her a first-hand understanding and experience of the challenges facing the clients of law firms, and hence she can advise law firms accordingly.

**Pippa Blakemore's advice to her clients includes:** strategy creation and implementation, business development, rainmaking, client relationship management, leadership, management skills, project management, communication strategies and skills, problem solving, recruitment, appraisals, mentoring, coaching, speech writing, speech making, marketing and media management, public relations.

**Pippa has presented to lawyers all over the world**, including Europe, United States, Africa, Mexico, South America and at International Bar Association Annual Conferences in Amsterdam, Auckland Buenos Aires, Chicago, Dubai, Madrid, Prague, Singapore, Vancouver and Dublin next year.

**Pippa's extensive writing includes publications** in articles, on websites and chapters in books on: business development, marketing and training for lawyers, which have been published on several continents and in several languages, including Catalan, Spanish, French and Finnish. She has also published on European politics and education, food and wine. **Pippa's book "Networking for Lawyers: a pocket guide to building business relationships"** was published in October 2011. **Pippa Blakemore is a Freeman of the City of London**, which entitles her to drive sheep and cattle across London Bridge. Pippa is also a Freeman of the Worshipful Company of Marketors.

8:30 – 9:00	REGISTRATION OF PARTICIPANTS
9:00 – 10:30	<b>1. Requirements to manage a modern legal practice</b> <ul style="list-style-type: none"> <li>- Modern Law Practice Management</li> <li>- Objectives of a Professional Management</li> <li>- Managerial Process</li> <li>- The Legal Manager</li> <li>- The Legal Manager Activities</li> <li>- Legal &amp; Administrative Activities</li> <li>- General Organization Chart</li> <li>- Legal Organization Chart</li> <li>- Administrative Organization Chart</li> </ul>
10:30 – 10:45	COFFEE BREAK
10:45 – 11:45	<b>2. Creating streamlined and effective procedures</b> <ul style="list-style-type: none"> <li>- Defining which Processes to Standardize</li> <li>- Helpful and illustrative Flowcharts</li> <li>- How to Standardize Your Area</li> </ul>
11:45 – 12:30	<b>3. Manuals</b> <ul style="list-style-type: none"> <li>- In Control over Publications: Simplified Model</li> <li>- Manual Definition: What should a manual look like?</li> </ul>
12:30 – 14:00	LUNCH
14:00 – 15:30	<b>4. Overcoming the management and entrepreneurial challenges</b> <ul style="list-style-type: none"> <li>- New Challenges and Entrepreneurial Capabilities</li> <li>- Law Practice Challenges</li> <li>- Professional Challenges</li> <li>- Entrepreneurial Capability</li> <li>- Entrepreneurs and their Challenges</li> <li>- Entrepreneurial Capability: How to Demonstrate it in Practice</li> </ul>
15:30 – 15:50	COFFEE BREAK
15:50 – 16:30	<b>5. Developing your personal skills</b> <ul style="list-style-type: none"> <li>- Know Yourself</li> <li>- Know What You Want</li> <li>- Show Your Qualities</li> <li>- Taking Action toward Development</li> </ul>
16:30 – 17:30	<b>6. Project Management</b> <ul style="list-style-type: none"> <li>- Developing Internal Projects</li> <li>- What is a Project?</li> <li>- Project Features</li> <li>- Types of Project in a Law Firm</li> <li>- Project Life Cycle</li> <li>- Relationship with Internal Clients</li> <li>- Communication</li> <li>- Overcoming Barriers</li> </ul>
20:00	OPTIONAL DINNER

09:00 – 10:30	<b>1. Legal Marketing</b> <ul style="list-style-type: none"><li>- Ethical Legal Marketing Goals</li><li>- Media Relations and Publicity</li><li>- Building relationships</li><li>- Networking</li><li>- Turning contacts into clients</li><li>- Keeping current clients happy</li><li>- Winning mandates</li></ul>
10:30 – 10:45	COFFEE BREAK
10:45 – 12:30	<b>2. Identifying the requirements of the media, your contacts and your clients</b> <ul style="list-style-type: none"><li>- Clients</li><li>- Contacts</li><li>- People</li><li>- Your employees</li><li>- Fees and "Added Value"</li><li>- Client feedback</li></ul>
12:30 – 14:00	LUNCH
14:00 – 14:45	<b>3. Branding</b> <ul style="list-style-type: none"><li>- Legal Brand</li><li>- Questions for Consideration</li><li>- Practical Attitudes</li><li>- Intellectual Production</li><li>- Corporate Social Responsibility</li><li>- Preparing a client relationship strategy</li></ul>
14:45 – 15:45	<b>4. Implementing the programme</b>
15:45 – 16:00	COFFEE BREAK
16:00 – 17:30	<b>5. Communication strategy for lawyers</b> <ul style="list-style-type: none"><li>- The marketing mix</li><li>- Writing for the media</li><li>- Legal Articles</li><li>- Traditional PR</li><li>- Events</li><li>- Social Networks in Counselors Practice</li><li>- Social media management</li><li>- Legal Blogs</li><li>- Utilising feedback</li></ul>

# GENERAL INFORMATION

## COURSE VENUE

**La Maison du Barreau**  
2, rue de Harlay – 75001 Paris

## REGISTRATION FEES

	UIA member		Non member	
	≤ 21.04.2012	> 22.04.2012	≤ 21.04.2012	> 22.04.2012
Standard registration	€ 575*	€ 625*	€ 625*	€ 675*
Young lawyer (<35)**	€ 525*	€ 575*	€ 575*	€ 625*

**\* From January 1, 2012, the VAT (19,6 %) can be applied to the amount here above according to the European Directive 2006/12/CE of November 28, 2006.**

**\*\* Please attach proof of age to the registration form to benefit from young lawyer fee.**

These fees cover participation in the Course, coffee breaks, lunches on Monday & Tuesday, May 21 & 22, 2012, as well as the documentation. The dinner on Monday evening, May 21, is optional and at additional charge. Please note that the number of places in this Training Programme is limited. The maximum number of participants is 32. Since we expect this training programme to fill up quickly, if you are interested, we suggest that you register immediately and benefit of the lower rate.

Applications will only be processed upon receipt in full of the registration fee. Admission will be on a first come - first served basis. The organisers reserve the right to refuse admission in the event of excess applications.

## VISAS

Any person, who would like to receive a visa invitation letter to attend the course, should register and pay their registration fees during the early bird rate to ensure there is enough time to obtain a visa. Only then it will be possible to benefit from a reimbursement in case the visa is refused.\* - \*\*

Should we receive your registration after the early registration deadline, only 50% of the registration fees will be reimbursed.

Should your visa be issued after the date of the course, you will not be reimbursed.

\* 100% refund of the amount paid minus € 50 (administrative costs).

\*\* We need to receive proof of refusal before we proceed with the reimbursement.

## HOTEL RESERVATION

Each participant should make his/her own arrangements for hotel accommodation in Paris.

The Maison du Barreau is located in the "1<sup>st</sup> arrondissement" in Paris.

A few hotel suggestions nearby are:

- Hotel Novotel Paris les Halles 4\*
- Hotel Regent 3\*
- Hotel Louvre Rivoli 3\*

The website [www.booking.com](http://www.booking.com) might be helpful to find a hotel at walking distance.

## NOTE

The organisers may at any time, with or without giving notice, in their absolute discretion and without giving any reason, cancel or postpone the course, change its venue or any other published details.

## INFORMATION