



In this increasingly competitive market for legal services, where clients continue to consolidate their use of lawyers and law firms, it is no longer enough to simply staff a basic marketing department, nor is 'cost savings' alone an effective marketing strategy for growth.

This forum is designed for substantive discussion and networking on issues that drive revenue. The focus is on the next generation of business development covering **three main prongs of generating revenue for law firms**:

- Acquiring business by recruiting, laterals and mergers
- Enabling each Partner to reach their client development/service potential
- Maximizing client profitability from cradle-to-grave.

Who's Invited: Fifty select Managing Partners, Practice Group Leaders, Marketing Partners, Executive Committee Members, CEOs, Chief Business Development Officers and CMOs from leading law firms.

Speakers from the law firms of White & Case, Latham & Watkins*, Curtis Mallet-Prevost, Cooley Godward, Jenner & Block, Steefel Levitt & Weiss, among others will provide focused remarks, "Best Practices" and facilitate roundtable discussions.

The Forum Agenda Includes:

- *Revenue Growth by Recruiting Lateral Acquisitions, Alliances & Mergers* – Real World Report on Who Is Doing What and What Works.
- *Professionally Developing Business* – Best Practices in Making the 'Sales Process' Work from the Ground Up.
- *"Best Practices" in Maximizing Client Profitability* – From Intake to Receivables Processes & Procedures.
- Facilitated "Best Practices" Roundtables & Reporting Results.
- Networking cocktail reception, breakfast, luncheon and breaks.

To Register: Please contact Julie Savarino at Julie@busdevinc.com, call (734) 668-2099 or fax (734) 668-7028. Registration deadline is February 27, 2004.

Registration: \$950 per person.

Accommodations: If you would like to stay at the Ritz Carlton | Central Park for \$395/night, please let us know when you register and we can book a room for you.

* invited not yet confirmed

MASTER CLASS SERIES™



At the Ritz Carlton | Coconut Grove, Miami, Florida
Monday, January 17 – Tuesday, January 18, 2005

Law firms are continuing to consolidate, so building and maintaining competitive advantages have never been more important to survival and growth.



Insure your firm's increasing profitability by sending appropriate Shareholders, Marketing Partners, C.M.O.s, Client Teams, Practice & Industry Group Leaders and Executive Committee Members to this event designed to provide immediately usable competitive advantages to participants while earning up to 14 hours of CLE in approved jurisdictions.

What Attendees Say –

“As with most seminars, I was highly skeptical. But I left extremely impressed with the quality and content of this Forum. It was excellent and very useful.”

– **Charles Bruton**, *Shareholder*,
Buchanan Ingersoll, Philadelphia

“Having been to so many marketing and business development seminars over the years, there is no question that this Forum is by far the highest quality and best there is. Our firm's President and I look forward to attending the next one!”

– **Donna Erickson**,
Director of Marketing,
Briggs and Morgan, Minneapolis

Sessions – morning sessions (9 a.m.- 12 noon) and afternoon sessions (2 p.m.- 5 p.m.) run concurrently and will be repeated on day two.

Morning Session A – Mastering the Sales/Client Development Process for Lawyers

Instructors: Julie Savarino, **Business Development Inc.**; Frank Politano, *Chief Trademark & Copyright Counsel, AT&T Corp.*; Craig Glidden, *GC, Chevron Phillips Chemical Company*

Morning Session B – Managing and Handling Conflicts, Confidentiality & Other Ethical Issues

Instructors: William Hornsby, *Staff Counsel, American Bar Association*; Glenn Leslie, *Partner, Blake Cassels & Graydon*

Afternoon Session A – Effective Client Teams

Instructors: Paul Dauber, *Partner, Sales & Business Development, PriceWaterhouseCoopers*; Simon Fletcher, *Director of Business Development, Clifford Chance*; Mary Lynne Price, *Director of Business Development, Pillsbury Winthrop*

Featuring Strategic Client Research by
LexisNexis[®] CourtLink[®]

Afternoon Session B – Revenue Growth Through Lateral Identification, Integration & Development

Instructors: Diane Hamlin, *Chief Strategic Officer, Fenwick & West* and Ward Bower, *Altman & Weil* - Mon. 1/17 or Carol Allen, *Director of Recruiting, Jill Pery, National Marketing Director, Sandy Grossman, National Director of Lateral Integration, Greenberg Traurig* and Ward Bower - Tues. 1/18

Plus Two Luncheon Programs – 12 Noon - 2 p.m. each day

Day One – Knowledge Management – What is Working?

Panel: Partha Bose, *Chief Marketing Officer, Allen & Overy*; Robert Marburger, *Chief Information Officer, Alston & Bird*

Day Two – General Counsel Tell It Like It Is

Moderator: Cesar Alvarez, *Chairman, Greenberg Traurig*
Panel: Craig Glidden, *GC, Chevron Phillips Chemical Company LP*; David Franzel, *Legal Counsel, The Estate of James Campbell*; Frank Politano, *Chief Trademark & Copyright Counsel, AT&T Corp.*

Networking Reception – 5 - 7 p.m. each day

Hosted By –



Registration Fees – Since space is limited & we need to reserve it appropriately, please let us know if you would like spot(s) held for your firm. Thank you! Julie@BusDevInc.com.

Single registration – if received before 10/15/04	□	□	□	\$1,595 per person
Single registration – if received after 10/15/04	□	□	□	\$1,895 per person
Per person for second-fourth persons from same firm	□	□	□	\$1,295 per person
Per person for fifth or more from same firm	□	□	□	\$ 995 per person

Registration fees include course materials, two breaks each day, two luncheons and two receptions. On-site registrations will not be accepted. However, substitutions may be made at any time. We reserve the right to accept qualified registrants only. Cancellations are accepted and registration fees (less a \$100 administration fee) are refunded if written notice is received by October 15, 2004. Room rates for this program at the Ritz Carlton Coconut Grove are \$289 per night and will fill up quickly, so please make your reservations as soon as possible by calling (305) 644-4680.

SPACE IS LIMITED! TO RESERVE A PLACE, PLEASE E-MAIL JULIE SAVARINO, Julie@BusDevInc.com.
or, visit www.BusDevInc.com to register on-line.