



Clients include Top 20 law firms in the UK (including magic circle), Europe, USA, Australia and New Zealand, International Bar Association, Law Society of England & Wales, SIFA (UK), Fordham University School of Law (New York, USA), The College of Law (UK), Australian Legal Practice Management Association (Australia); Future Firm Forum (New Zealand), The Lawlink Group Ltd (New Zealand), PwC and many more.

It's A "Brand, Me" Digital Legal World It's Time To Get Naked!

Facilitated by: Chrissie Lightfoot "The Entrepreneur Lawyer",
CEO, EntrepreneurLawyer Limited (UK)

Half-day workshop
18 May 2012, Rydges Melbourne

About the workshop:

In this workshop Chrissie Lightfoot "The Entrepreneur Lawyer" will deliver a presentation together with a practical and engaging session sharing 3 key steps from The Naked Lawyer eBook on how to get more clients, sales, referrals, income, value, growth and success in your career, business and life, including:

- A look into the context and drivers as to WHY each and every lawyer needs to identify a niche, develop a personal brand and get involved in social business; sharing up to date industry research and reports.
- A look at the future of law, the role of the lawyer, the global lawyer and the impact and opportunities due to technology and the digital age.
- **Step 1** - Fourplay: HOW to identify your niche – slowly slowly catch a nichey.
- **Step 2** - "Brand, Me": HOW to identify, create, develop, protect, nurture, manage and control your personal brand; including HOW to align "Brand, Me" (your personal brand) with "Brand, Firm" (your firm's brand).
- **Step 3** - Social Savvy Junkie: HOW to build your referral, prospect and client network fast (to last) and win \$\$\$\$\$\$ instructions using your "Brand, Me" in social media and social networks.
- WHAT are the secrets to effective and efficient rainmaking?

Delegates will learn how to create "inbound" sales and marketing opportunities for the firm through niching, creating a personal brand message and 'working' networks within social media. By the end of the session, delegates will have begun sales generation activity and have a variety of ideas in relation to the creation of "Brand, Me". They will take home lots of ideas, secrets, tips, quick wins and practical lessons in how to conduct "UnSales" to impact the bottom line.



Chrissie Lightfoot is CEO of EntrepreneurLawyer Limited, a UK based company specialising in helping lawyers and entrepreneurs of today become lawyers and entrepreneurs of tomorrow, today. Chrissie is an inspirational woman entrepreneur, a solicitor (non-practising), advisor, consultant, regular international Keynote speaker and a writer. She is a columnist for Global Lawyer magazine / e-zine, writer for European Lawyer magazine, designated blogger for the Law Society Gazette ('In Business' blog), Trinity Mirror ('Totally Legal' blog), EnCountry ('Entrepreneur Country' blog) and Fresh Business Thinking blog and e-zine. She advises law firms and their individual lawyers globally on personal branding, sales, social media, social networking, marketing, business development and innovation. The (London) Times newspaper recently reported Chrissie as one of the Top Ten Best Legal Tweeters. She is a UK national award and prize winning researcher, a women's enterprise ambassador and a mentor on behalf of The Prince's Trust Million Makers Corporate Challenge.

Chrissie was the first trainee solicitor in the UK and globally to devise a personal brand – Chrissie Lightfoot, **The Entrepreneur Lawyer** - which achieved impressive sales and marketing results. As an author, Chrissie is best noted for her groundbreaking book **The Naked Lawyer: RIP to XXX – How to Market, Brand and Sell YOU!** She writes many articles in both the legal and business press (a regular contributor to Managing Partner magazine) and is also contributing author of The Business Leaders Book Club series 1 – Lessons Learned From The Recession (2011); Social.Lawyer (2010) and Big Rocks: Balancing Life and Work (2005).

9:00 Registration and refreshments

9:30-12:30 Workshop time

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5 WAYS TO BOOK YOUR PLACE AT THIS WORKSHOP

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SO-WEB

Half-day workshop, 18 May 2012
Rydges Melbourne, Australia
9:00 Registration and refreshments
9:30-12:30 Workshop time

Organisation Name _____

Address _____

Postcode _____

Phone

Fax

Name

Job Title

Email Address

Delegate 1 _____

Delegate 2 _____

Delegate 3 _____

Delegate 4 FREE _____

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.
- In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing

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| Standard Pricing | <input type="checkbox"/> \$695 + gst=\$764.50 |
| Early Bird (expires: 13 April 2012) * Not valid with any other offer | Save \$60 <input type="checkbox"/> \$635 + gst=\$698.50 |

Event venue and accommodation

Preferential rates are available at
Rydges Melbourne
Please contact the hotel directly to make
your reservation,
quoting 'Ark Group Australia'
as your reference.

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