

Business Development for Legal Professionals

Monday, 17 August 2009, 2:00pm to 5:00pm
The Law Society of Singapore, Conference Room

SEMINAR OVERVIEW

To achieve sustainable success, every enterprise, including professional services firms, must be equipped to continuously sense and respond to changes in the market place. Adapting to such changes will allow the firm to leverage on potential business opportunities and deliver superior value to clients. To do so is no easy task, particularly for legal firms, as it is often difficult to articulate and differentiate one set of intangible professional services from another.

To provide a superior value to meet the customer's needs, it is critical to develop a rigorous strategy that takes into account a careful segmentation, targeting and positioning of the firm viz-a-vis the competition in order to capture the loyalty of the customer (the MIND share). This should be further supported by a good differentiation, marketing mix and tactics in order to gain a market share (the MARKET share). By developing a strong brand and providing excellent service that is supported up by a robust process, the firm will be able to win the customer's heart (the HEART share).

WHO SHOULD ATTEND

This seminar is particularly useful for legal practitioners who are interested in growing their practice and developing a sustainable strategy to do so in the longer term, especially for partners/ directors and sole proprietors. This seminar would also be useful for those who would like gain a better understanding of effective business development strategies and how to differentiating themselves and their services in a competitive marketplace.

DESIRED OUTCOMES

After this seminar, participants will have a good grasp of the fundamental marketing challenges that professional service firms face, and they will also better understand marketing issues from different perspectives. Participants will also learn "take-away" pointers which they can use as reference in the course of conduct of their professional undertaking.

SEMINAR OUTLINE

1.30pm – 2.00pm	Registration
2.00pm – 3.30pm	Business Development for Legal Professionals - Part 1 <i>Associate Professor Hooi Den Huan, Marketing and International Business Division, Nanyang Technological University</i>
3.30pm – 3.45pm	Tea Break
3.45pm – 4.45pm	Business Development for Legal Professionals - Part 2 <i>Associate Professor Hooi Den Huan, Marketing and International Business Division, Nanyang Technological University</i>
4.45pm – 5.00pm	Question and Answer Session

ABOUT THE SPEAKER

Associate Professor Hooi Den Huan

Hooi Den Huan is an Associate Professor, Marketing and International Business Division, Nanyang Business School, NTU. He co-authored the bestselling books, "Rethinking Marketing" and "Think ASEAN!" and together with Philip Kotler and Hermawan Kartajaya, they established the Philip Kotler Center for ASEAN Marketing. Amongst various activities, the Center will be setting up the first Marketing Museum in the world in Ubud (www.philipkotlercenter.com). Den is Chairman of the Executive Board of the Asia Marketing Federation Foundation and an advisory board member of The Graduate School of Management (GSM), Universiti Putra Malaysia, The School of Business Management, Bandung Institute of Technology (ITB), Indonesia and Cornell University-Nanyang Institute of Hospitality Management (Marketing Management and IS).

Den completed the Participant Centred Learning Programme at Harvard Business School and was a Visiting Scholar at the Sloan School of Management, MIT. He sits on the International Editorial Boards of the Journal of Creativity and Innovation Management (UK), Journal of Leadership and Organisation Studies (US), Journal of Chinese Enterprise (China), International Retail and Marketing Review (South Africa) and Journal of Sports Marketing and Sponsorship (UK).

Den has conducted Executive programmes/talks for more than 50 organisations in Singapore and overseas including SIA, 3M, HP, Canon, Panasonic, SAFTI (Command and Staff course), NUH, Citic Bank, China Construction Bank, Matsushita Electric, Federal Express, General Electric, Ascott, MAS, MOM, Philips, DHL, Home Team (Senior Command and Staff course), Du Pont, IBM, Shangri-La hotels, Roche, KPMG Mauritius etc.

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REGISTRATION FORM

Name (Dr/Mr/Mrs/Miss/Mdm): _____

Name and Address of Law Firm/Law Corporation/Organisation:

Position in Law Firm/Law Corporation/Organisation: _____

Date of Admission: _____ (Law Society Members) AAS No: _____ (Law Society Members)

NRIC/Passport No: _____ (Law Society Associate Members & Non-Law Society Members) Email: _____ (A valid email address is required for confirmation of registration.)

Tel number: _____ Fax number: _____

Law Society Member

Employee of Singapore Law Practice

Other

Mode of payment:

GIRO DDA
(Only for law practices with GIRO accounts with the Law Society)

Cheque

Credit Card

<i>Please circle as appropriate</i>	Fees <i>Inclusive of 7% GST, 1 break and course materials.</i>
Members from Small Law Firms (less than 5 lawyers)	\$77.04
Members Group Discount (3 or more delegates in the same organisation)	\$77.04
Members and Employees of the Singapore Law Practice	\$85.60
Others	\$128.40

Credit card: Mastercard/Visa No. _____ Card Expiry Date: _____ (MM/YY)

Cardholder's Name: _____ Signature: _____
An administration charge of 3% is applicable for payments made via credit card.

Cheque payments should be made payable to "The Law Society of Singapore" & arrive at our office with the completed registration form on or before the closing date, **Monday, 10 August 2008**:

For enquiries, please contact
Continuing Professional Development Department
Tel: (65) 6530 0230/0239 Fax: (65) 6536 3855
E-mail: cpd@lawsoc.org.sg
Website: www.lawsociety.org.sg/cpd

REGISTRATION, REFUND & CANCELLATION POLICY

- The registration fee is due and payable upon registration and must be received prior to the event. Registration will only be confirmed upon receipt of full payment accompanied by a duly completed registration form.
- Law Society reserves the right to refuse to register or admit any participant, and to cancel or postpone the course.
- If you are unable to attend, a substitute delegate is welcomed, provided that the Law Society is notified in writing of the name and particulars of the substitute delegate at least 2 working days before the event.
- Law Society reserves the right to impose a cancellation fee in the event any registrant wishes to cancel his registration or withdraw from the course after the registration closing date.
- No refund of registration fees will be made for cancellation or withdrawal made less than 3 days before the date of the course. However, a confirmed registrant who has paid in full the course fees but does not turn up for the course will be entitled to collect a set of the materials provided.
- Law Society reserves the right to amend, cancel and/or change the program, speaker, date or venue if warranted by circumstances beyond its control.
- Late payment interest at the rate of 1% per month will be charged on all overdue amounts.
- Any costs, fees or expenses (including legal costs) incurred by the Law Society as a result of a breach of the terms and conditions herein or arising out of the enforcement of any of the Law Society's rights hereunder shall be recoverable by the Law Society from the registrant on a full indemnity basis.
- No waiver by the Law Society of any breach of any of the terms and conditions herein shall be deemed to be a waiver of any other or of any subsequent breach. The failure of the Law Society to enforce at any time any of the terms and conditions herein shall in no way be interpreted as a waiver of such provision.