

Law firm Management 2012

Brussels – Tuesday 19th June

Business development and marketing

Good business development skills are essential for any successful law firm. This seminar looks at:

- Marketing, business development and selling – an overview
- Developing a brand in the context of a law firm
- Developing a marketing plan
- Translating the plan into action
- Cross selling and opportunity spotting
- Training the lawyers in personal selling skills
- Body language and listening

Brussels: Tuesday 19th June- 9.30 – 12.00

Financial Management Master Class

Designed for managing partners, team leaders and others involved in law firm management this seminar reviews the key aspects of law firm financial management:

- What makes law firms profitable?
- The essential areas to control
- Key profitability drivers
- Working capital management
- Performance benchmarks
- Monthly financial reporting

Brussels: Tuesday 19th June- 14.00 – 16.30

Both seminars will be in English and can also be run in-house

Comments from people who attended our previous seminars in Brussels:

“Good ideas; new information; informal atmosphere; common understanding; ideas that can be implemented.”

“Small group; interactive and specific to law firms.”

“Very useful to hear and share ideas with other law firms.”

“In depth yet very broad at the same time.”

Otterburn Legal Consulting is a specialist law firm management consultancy based in the UK. We advise firms on how to develop and strengthen their management, formulate future strategy and improve long-term profitability. We have advised over 300 firms, together with Government and the professional bodies in the UK. We are founder members of the Law Consultancy Network – a grouping that brings together some of the UK’s most highly regarded law firm management consultants.



Independent
Law Firm Consultants

Each year we run a number of seminars – in London, Lisbon, Dublin and other centres and speak at or chair conferences. These seminars are being held at Le Dixseptième, which is close to Central station on Rue de la Madeleine in Brussels.

Our seminars:

- Are designed for small groups of around 10 to 15 on each seminar
- Encourage group discussion
- Are designed for partners, other lawyers, team leaders, practice managers
- All seminars will be in English

Speaker:

Andrew Otterburn is a leading law firm management consultant based in the UK, with twenty years experience advising law firms. He has advised around 250 firms in connection with:

- Strategy, business development, management structures and organisation
- Profitability and financial management
- Away day and partner retreat facilitation
- The Lexcel quality standard

His book, “Profitability and Law Firm Management” was published by the Law Society in London in 2002, with the second edition published in 2007. His latest book, “From recession to upturn – Financial management and strategy for law firms” was published by the Law Society in 2009. Andrew has chaired or spoken at many conferences on behalf of the Law Society, the Law Society of Scotland, the Law Society of Ireland, and other organisations. In 2009 he was a speaker at the tri-annual conference of the Orde van Vlaamse Balies.. He is a member of the Executive Committee of the Law Management Section, a founding member of the Law Consultancy Network, a core MBA faculty member and module leader for the Nottingham Law School MBA in Legal Practice, and a lead tutor for the MMU Postgraduate Certificate in Legal Practice Management.

Fee: €175 per seminar			
	Business development	Please tick:	Financial Master Class
		Please tick:	
	Brussels Tuesday 19th June 9.30-12.00. Registration 9.00	<input type="checkbox"/>	Brussels Tuesday 19th June 14.00-16.30. Registration 13.30
Title/First name/Surname		Email:	
Title/First name/Surname		Email:	
Firm name			
Address			
VAT number			
Telephone & Fax			
Please note that fees are non-refundable if cancellations are received less than 14 days before the event, but delegates may be substituted at any time. We reserve the right to change the programme due to circumstances beyond our control.			
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