

CONTINUING LEGAL EDUCATION

THE BAR ASSOCIATION OF SAN FRANCISCO



The Corporate Law Section presents

The Future of Business Development - Positioning Yourself to Thrive in a Post-Pandemic Marketplace

**Thursday
May 13, 2021**

Registration: 9:30 - 10:00 a.m.

Program: 10:00 - 11:15 a.m.

Speakers

Lana Manganiello

Equinox Strategy Partners

Lana Manganiello is a Director with Equinox Strategy Partners, providing lawyers and firms with strategic counsel to drive revenue and increase market visibility.

Jonathan Fitzgarrald

Equinox Strategy Partners

Jonathan Fitzgarrald is Managing Partner of Equinox Strategy Partners, providing service professionals and firms with strategic counsel to drive revenue and increase market visibility.

Pooja S. Nair

Ervin Cohen & Jessup LLP

Pooja S. Nair is a business litigator and problem solver with a focus on the food and beverage sector. She advises food and beverage clients, startups and other businesses on a comprehensive range of issues, including employment, trade secrets, partnership disputes, contract negotiations and intellectual property.

As professionals prepare to "return to work," everyone is wondering the same thing: what will "work" look like when the pandemic is over? Some aspects of business will return to how they were before March 2020 while others have changed forever. Approaching client development in a pre-pandemic manner is no longer a viable option for client-focused lawyers. Learning how best to position yourself and your practice in the next normal will be a critical element to your future success.

In this 60-minute live workshop, we will address:

- What traditional client development routines/behaviors will return and which have changed forever
- New norms in relationship building/networking
- Repackaging your expertise to meet current client and prospect needs
- Leveraging technology and critical elements of your online presence

Chair: Joan Haratani, Morgan, Lewis & Bockius & Vice-Chair: Karen Abesamis, Morgan, Lewis & Bockius

NO MCLE will be provided.

Registration is required.

Cost

\$20.00 BASF Members

\$35.00 All Others

Free for Law Students and BASF Paralegals

VIEWING OPTIONS



Live Webcast - register at www.sfbar.org



Webcast Recording will be available to register on our online platform after the program.

Special Requests:

People with disabilities should contact BASF regarding reasonable accommodations at events@sfbar.org.

Event Code: G211103

Register online: www.sfbar.org