

Legal Marketing Boot Camp

For Marketing/BD Professionals

Do your team members have the skills, client service attitude and professionalism needed to serve the demands of today's law firm environment?



Eva Wisnik, President

Eva Wisnik is the former Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. After 10 years as a recruitment professional, Eva founded a training and placement firm for the legal community. Since starting her business in 1996, she has conducted more than 600 training programs for law firms, including 74 of the AmLaw100 firms. Eva has facilitated Time Management training for more than 30 law firms and has administered the MBTI to over 2000 law firm professionals. She has an MBA in Marketing and is certified in the FranklinCovey Time Management System.

We know how busy you are managing Partners' demands and that you need well-trained professionals who are ready and able to anticipate and take ownership of projects. This 3-hour "Boot Camp" provides practical tips, how-to's and strategies so your talent can exceed expectations and add maximum value. The program was designed specifically for law firm marketers and will provide the skills and competencies needed for success, as well as define the behaviors & attributes that heads of marketing expect in terms of professionalism and client service.

Program Includes:

Role Competencies & Expectations:

- ✓ An overview of how Marketing/BD departments impact the business of a law firm and how a marketing professional can best contribute
- ✓ "Unwritten rules" and keys to success based on feedback from heads of Marketing/BD
- ✓ Outline of Marketing/BD core competencies and how to continue to develop them

Time & Project Management Skills:

- ✓ Time management tips for being productive and efficient in a client service setting
- ✓ Project management skills: how to make time for the important projects
- ✓ Tools for planning each day and maximizing productivity in a reactive, client-driven environment

Communication & Client Service Skills:

- ✓ MBTI will be administered to each participant prior to the program
- ✓ During the session, participants will receive their individual MBTI results, gaining knowledge of their personal communication style and how to communicate effectively with colleagues and clients whose style is different from their own
- ✓ Tips for improving communication through active listening, asking good questions and adapting tone to the specific audience
- ✓ Strategies for building credibility and developing a reputation of being an outstanding service provider

