

Business development

Recorded: 29 March 2019 | 57 minutes
2019/2020 CPD year

Overview

Legal practice marketing and business development is becoming increasingly more ambitious, competitive and sophisticated. This session will help you understand how marketing and business development can support legal practices to attract new clients and leverage more work from existing clients, and provide an overview of the common marketing activities and selling techniques used in the legal industry.

1 CPD Point



57mins

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Legal practice marketing and business development is becoming increasingly more ambitious, competitive and sophisticated. This session will help you understand how marketing and business development can support legal practices to attract new clients and leverage more work from existing clients. Client development expert Renee Bidwell will provide an overview of the common marketing activities and selling techniques used in the legal industry.

Presenter: **Renee Bidwell**, Head of Client Development, Corrs Chambers Westgarth

Chair: **Eleanor Sondergeld**, Junior Professional Development Executive, Queensland Law Society
