



**Growing Your Practice and Your Career:
Law Practice Management and Business Development
October 26, 2012**

The Program Description:

In addition to keeping up with changes in the law, lawyers today are faced with the challenge of developing and growing their practices. This program is designed for lawyers who face the challenges of growing their client base, keeping their careers on track, and making time for it to happen.

This program will cover sessions on internal and external business development, developing your expertise, maximizing your online profile, and time management.

There will be networking opportunities in the morning and at lunch for an exchange of ideas facilitated by one of our faculty members. Don't miss this opportunity to get the training you need and network with other colleagues.

Program Producer:

Angelia Nystrom, *University of Tennessee*

Agenda

8:00 – 8:30am	Registration
8:30 – 9:00am	Introductions and Networking Breakfast <i>Facilitated by Angelia Nystrom, Director of Planned Giving at University of Tennessee, and TBA President Jackie Dixon, Weatherly, McNally & Dixon</i>
9:00 – 10:00am	Maximizing Your Online Profile <i>The presentation will focus on how to effectively and efficiently use the internet as part of your business development efforts.</i> Chad Hatmaker , <i>Woolf, McClane, Bright, Allen & Carpenter</i>
10:00 – 10:15am	Break
10:15 – 11:15am	Developing Your Expertise <i>Learn from lawyers who practice in a variety of settings ways that you can develop an expertise. Get valuable insight into credentialing and building a practice. Also, learn tips on how to market yourself so that internal clients and external clients recognize that you are credentialed in your area of expertise.</i> Moderator: Angelia Nystrom , <i>University of Tennessee</i> Ken Bryant , <i>Stites & Harbison PLLC</i> Candice Reed , <i>Candice Reed Consulting</i>

11:15 – 12:15pm

Time Management

Gain practical tips to effectively managing your time and learn creative approaches to increasing your professional and personal success.

Christy Crider, *Baker Donelson, Bearman, Caldwell & Berkowitz*

Cheryl Rice, *Egerton, McAfee, Armistead & Davis*

12:15 – 1:30pm

Networking Lunch with Group 1 or Group 2

Group 1 Lunch at **417 Union** led by: **Angelia Nystrom**

Group 2 Lunch at **417 Union** led by: **Cheryl Rice**

1:30– 2:30pm

Internal and External Business Development Techniques

Jill Steinberg will share proven techniques for the development of business from external clients and methods for obtaining business internally from colleagues in your firm and referrals from attorneys outside your firm.

Jill Steinberg, *Baker Donelson, Bearman, Caldwell & Berkowitz*

Total credits: 4 Dual