

# CLE – To Market, to Market

Half day workshop/seminar with Jane Fenton

Tuesday 19 November 12.30 - 4.30pm

Cost: \$100 (including afternoon tea). Venue: Tuxedo Junction, 64 Smith St, DARWIN

Lawyers throughout Australia are talking about marketing. But talking about it and doing it are two different things! Some lawyers don't market because they fear it is unprofessional. Others think it is about selling; some are concerned that they don't actually know what to do and all say they haven't got time to do it!

In her half day workshop Jane Fenton will show you cost effective, time effective, professional ways to market your firm's services. Jane will give you the benefit of her practical experience working with lawyers in Australia and beyond. She will show you how to build an effective marketing program starting with your most important assets – yourself and your staff, and your clients.

## The program will cover:

*The importance of existing clients:*

- how to maintain your good existing clients
- how to generate referral from your clients
- how to add value to the relationship between you and your clients
- how to make sure you get all the available work from your existing clients

*How to win new clients:*

- why reputation is important
- how to develop a profile
- practical hints on effective networking



## The program will be interactive and very practical

Please note venue:

Tuxedo Junction 64 Smith St Darwin

Afternoon tea will be provided

Jane Fenton is the principal of Fenton Communications, and was a co-partner in the first Australian consultancy specialising in professional service marketing. She has an honours law degree from the University of Bristol in the UK and was the first Director of Marketing and Public Affairs at the Law Institute of Victoria.

She has authored many articles in legal journals and is co-author of a recent and well-received book on marketing for lawyers entitled *The Rain Dance*.



CLE – Half day marketing seminar/workshop with Jane Fenton  
Registration Form – please mail/fax/courtbox to the Law Society  
PO Box 2388 DARWIN NT 0801. TEL: (08) 8981 5104 FAX: (08) 8941 1623

Name: .....

Firm/department: .....

Cheque enclosed in the amount of (\$100 per head): .....

