

ASCD

ASSOCIATION OF
SOUTHERN CALIFORNIA
DEFENSE COUNSEL



2018 Law Firm Management Seminar

Come discuss with your fellow managing partners the results of association firm survey and hear what challenges face all of us regarding salaries, staffing, partnership compensation, legacy, developing practice areas and how firms are solving them.

Seminars will include data analysis from Southern California and state wide, interactive sessions with other managing partners, and key note speakers on the hot topics that all firms face in law practice management.

Thursday, November 15, 2018

10:00 am Registration
11:00 am – 12:30 pm Seminar
12:30 pm – 1:30 pm Seminar Sponsored Lunch
1:30 pm – 5:00 pm Seminars
5:00 pm – 6:00 pm Cocktail Reception

Jonathan Club

545 South Figueroa Street, Los Angeles, CA 90071

www.jc.org

Coat & tie required; no jeans allowed

The New World of Law Firm Marketing and Business Development

Given ongoing changes in the legal industry and in marketing across industries, firms of all sizes are pursuing innovative marketing strategies to raise brand awareness, improve communications, increase effectiveness in business development and ensure client loyalty. Legal strategy and marketing consultant Marci Taylor will discuss how to invest strategically in marketing efforts to differentiate your firm in an increasingly commoditized market.



Marci Krufka Taylor
Mantra Partner

Marci Krufka Taylor is strategy, marketing and management consultant for law firms throughout the country and has worked in the legal industry for nearly twenty-five years. Before starting her firm, Marci served as the Director of Marketing Operations for an AmLaw100 firm. In that role, she was responsible for the management of the marketing operations team, key firm marketing initiatives and marketing and business development efforts for the firm's 180+ lawyer Business Law Section.

The Future of Law

Current Issues, Trends and Challenges Facing Today's Law Firms ... and What They're Doing About Them!

The legal profession is in the midst of unprecedented change. Is your firm keeping pace? What are other firms doing? What should you, as a firm leader, be doing to lead your firm into the future? In this timely, fast-paced program, John highlights the key findings of these and other recent surveys, providing his thoughts and insights along the way. The session is highly interactive, involving the audience early and often.



John Remsen, Jr.
President, The Remsen Group

John Remsen, Jr. is widely recognized as one of the country's leading authorities on law firm leadership, management, marketing and business development. Since 1997, TheRemsenGroup has worked with more than 400 law firms and thousands of law firm leaders to help them develop and implement long-term strategic objectives to improve cohesiveness, profitability and sustainability.

Law Firm Management Seminar • Thursday, November 15, 2018 • Los Angeles, CA

Registration Fee: Partner – \$345 (ASCDC members only)
 Office Administrators/Managers – \$195 (must be accompanied by a partner)

Attendee: _____ State Bar # _____

Firm: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ E-Mail: _____

Cancellations: Registrant must cancel in writing at least one week prior to the seminar. Refunds less \$50 processing fee.

Method of Payment: Amount Enclosed: \$ _____ Check, made payable to ASCDC
 Credit Card: Visa | MasterCard | AmEx Card #: _____ Exp: _____ CID #: _____
Cardholder Name: _____ Signature: _____

Please do not e-mail credit card information. Please complete this form and return it with your payment to:

Association of Southern California Defense Counsel

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