

The Family Law MBA: How to Operate a Profitable Family Law Practice

Date: Thursday, November 21, 2013 | 9:00 am to 5:00 pm

Location: Twenty Toronto Street Conferences and Events
20 Toronto Street, 2nd Floor, Toronto



Live



Webcast

4.5 Substantive Hours
2.5 Professionalism Hours
This program has been accredited by the Law Society for 2.5 Professionalism Hours

Program Chair: Andrew Feldstein, Feldstein Family Law Group



Note: New members may apply any program that contains a minimum of **0.5 Professionalism Hours** toward the annual CPD requirement.

Running a successful family law practice requires more than just legal talent. This program provides intermediate to senior family law practitioners with the essential know-how to succeed in the business of family law. Gain vital tools and strategies to attract new clients, increase revenues, and build a thriving family law practice.

Don't miss this opportunity to learn how to improve your bottom line. We look forward to seeing you at the program!

8:30 am Registration and Coffee

9:00 am Welcome and Opening Remarks from the Chairs

- How to improve the efficiency of your practice and raise your profit margins

Andrew Feldstein, Feldstein Family Law Group

9:20 am **How to Build a Better Family Law Practice**

- Taking advantage of untapped opportunities
- Strategies for establishing your market position
- Increasing client satisfaction and word-of-mouth marketing
- Best practices for forming and maintaining reciprocal referral networks

Gary Mitchell, Business Coach, On Trac Coach

10:00 am **What IT Devices and Infrastructure Is Best?**

- Pros and cons: Understanding your IT options
- What is cloud computing and how can it help you run a more efficient practice?
- Effectively utilizing IT resources to operate a successful family law practice
- The intersection of confidentiality and IT: the issue of security

James Delgenio, Sofus.com

Lorna Yates, Ballantyne Yates Family LLP

10:40 am Networking Break

10:55 am **Generating Business Through Professional Excellence**

- Advertising your services: turning your audience (clients, opposing counsel, adjudicators, experts and witnesses) into your referral network
- How to use your professional reputation and goodwill to drive success and yield an ongoing flow of new business

Dani Frodis, Dani Z. Frodis Barristers

Stacie Glazman, Stacie R. Glazman, Professional Corporation

11:25 am **How Software Can Help You Manage the Economics of Your Practice**

- Making use of practice management software to track dockets, billings, profits and receivables
- What are the benefits and detriments of your software choices and available features?

Caitlin Kowalchuk, Clío

Kim Byers, Ellwood Associates Inc

11:55 am **Successful Financial Management**

- Strategic advice for issuing bills your client will be "happy" to pay:
 - Managing fee expectations from the initial retainer to the final bill
 - Best docketing and billing practices
- Practical guidelines for handling unbundled legal services
- How to improve your cash flow
- Alternative billing models
- Making the most of potential income sources: maximizing revenue from staff and associates

Haig DeRusha, DeRusha Law Firm

Victoria Starr, Starr Family Law

12: 50 pm Question Period

1:00 pm Lunch (Not Provided)

2:00 pm **The Website: Your 24/7 Sales Force**

- Utilizing your website to procure new business, manage existing clientele and turn a profit
- How to build a family law website and attract new business through education-based marketing

Steven Benmor, Benmor Family Law Group

2:40 pm **Social Media 101 for Family Lawyers**

Most family law lawyers are anti-social (media): An introduction to the world of LinkedIn, Blogging and Twitter

- How to use social media to develop your reputation as a thought leader, expert in the field and trusted source for family law advice
- Useful techniques for developing your practice and increasing sales/profits through social media

Omar Ha-Redeye, Fleet Street Law (lawyer and social media junkie)

Garry Wise, Wise Law Office (lawyer and blogger)

3:20 pm Networking Lunch

3:30 pm **Location, Location, Location... How to Choose a Premises that Generates Income**

- The impact of location on your business
- Strategic considerations in selecting a practice location
- Capitalizing on the potential of your location to generate new business

Gary Stern, Barrister & Solicitor

4:00 pm **The Business Case for Giving Back**

- Identifying the opportunities to engage in altruistic activities
- How philanthropic, charitable and pro bono work (also) makes good business sense, and other stories from one of Canada's leading Family law activists

Anne-France Goldwater, Goldwater Dubé

4:45 pm Concluding Remarks and Questions

5:00 pm Program Concludes

Program sponsor:



PROGRAM REGISTRATION IS ONLINE www.oba.org/pd

Questions? pd@oba.org

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