



THE LAW SOCIETY  
OF SINGAPORE

# RAINMAKING FOR LAWYERS

## - Why You Can't Afford Not to Do It!

Wednesday, 19 July 2006 (Session 1)

Wednesday, 26 July 2006 (Session 2)

5.15pm to 7.30pm

3<sup>rd</sup> run by  
popular  
demand!

### About this Personal Development Program

**Every professional firm needs people who bring in new business. You may be billing 80% of your time, but if you don't bring in new clients, you risk having your career plateau. Marketing may be something alien to you, but you must take responsibility for your own development... no one else will.**

Make the transition from doing client work to marketing and selling it. We bring you a Rainmaking program that has already wowed accountants. Join Paul Stefansson over two evenings where he'll provide practical tips and strategies on the following:

#### **Session 1 - How Professionals Generate Leads**

- Great Client Service
- Getting your article published
- Networking
- Speaking events
- Building Solid Client Relationships
- Getting quoted in the Media

#### **Session 2 – Simple Strategies, Great Results**

- Leverage, Save Time
- Targeting and Positioning
- Break The Rules
- Self-Marketing
- Creating a Breakthrough Strategy

#### **Programme Outline**

5.00-5.15pm: Registration & Refreshments

5.15-7.15pm: Workshop\*

7.15-7.30pm: Q&A

\* Using lecturettes and workbook exercises.

#### **What Others Have Said About This Program**

"Paul is a powerful speaker who has everyone thinking on their feet – it's interactive, practical and time well spent."

"The seminar gives insight of how to generate leads in a systematic and professional way. It helps me to look into my business structure and selling skills, time spent on various activities and how to improve it."

"This seminar has changed my whole perspective on business in general."

#### **About the Workshop Leader**

**Mr Paul Stefansson – Executive Director, Wealth Management, UBS**

With over 20 years of experience, Paul Stefansson is currently an Executive Director of Wealth Management for UBS. Paul is also President of the Financial Planning Association of Singapore and is a prolific speaker on topics of investment and wealth management.

He is also a regular commentator on Asia's burgeoning wealth management industry and has been featured in CNBC, Channel News Asia, The Straits Times, Business Times, Smart Investor, The Edge, Fundsupermart Magazine, The Asia Financial Planning Journal and on News Radio.

Paul is a Chartered Financial Analyst, a Certified Financial Planner, a Fellow of the Society of Actuaries and a Fellow of the Canadian Institute of Actuaries. He is also on the Wealth Management Faculty of the Singapore Management University.

#### **Who Should Attend**

All lawyers, in-house counsel and legal support professionals seeking a boost to their career.

#### **Venue:**

**The Law Society of Singapore  
Conference Room**  
39 South Bridge Road Singapore 058673

(Registrations will begin at 5.00pm)

#### **Fee:**

**S\$ 63.00**

(Members of Law Society & SCCA

& employees of Singapore law practices)

**S\$ 84.00** (Others)

(includes 5% GST, materials, refreshments  
for both sessions)

#### **REGISTRATION FORM**

Name (Dr/Mr/Mrs/Miss/Mdm): \_\_\_\_\_

Name and Address of Law Firm/Law Corporation/Organisation: \_\_\_\_\_

Date of Admission: \_\_\_\_\_ Number of years in Practice: \_\_\_\_\_

Position in Law Firm/Law Corporation/Organisation: \_\_\_\_\_

Tel number: \_\_\_\_\_ Fax number: \_\_\_\_\_ Email: \_\_\_\_\_

#### **Mode of payment:**

**GIRO DDA**

**Cheque**

(Only for law practices with  
GIRO accounts with the Law Society)

**Law Society Member**

**Employee of Singapore law practice**

**SCCA Member**

**Non-member**

Cheque payments should be made payable to "**The Law Society of Singapore**" & arrive at our office  
with the completed registration form on or before the closing date, **Wednesday, 12 July 2006**:

For further enquiries, please contact

The Training & CPD Department at

Tel: (65) 6557 2747 Fax: (65) 6557 2751

E-mail: [cpd@lawsoc.org.sg](mailto:cpd@lawsoc.org.sg)

CPD Portal: [www.lawsociety.org.sg/CPD](http://www.lawsociety.org.sg/CPD)

Website: [www.lawsociety.org.sg](http://www.lawsociety.org.sg)

#### **REGISTRATION, REFUND & CANCELLATION POLICY**

1. Registrations will be confirmed upon receipt of full payment accompanied by a duly completed registration form.
2. The Organisers reserve the right to refuse to register or admit any participant, and to cancel or postpone the course.
3. Substitute delegates are welcomed, subject to the Law Society Training Department being notified at least 2 working days before the course of the details of the substitute delegate.
4. The Organisers reserve the right to impose a cancellation fee in the event any registrant wishes to withdraw from the course after the registration closing date.
5. The Organisers will not entertain any request for a refund of fees made later than 24 hours before course commencement. However a confirmed registrant who has paid in full the course fees but does not turn up for the course will be entitled to collect a set of the materials provided.

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