



LEGALMONDO

MARKETING OF LEGAL SERVICES IN THE DIGITAL ERA



Friday, October 20th 2017
3pm: guest registration
3.30pm: opening of the seminar

SPEAKERS:

15.30: Debra Forman - Certified Executive Coach, Pinstripe Coaching, Toronto Canada

Online to offline: marketing strategies for lawyers.

An interactive discussion of legal practice management trends and innovative branding and marketing strategies.

Debra is a Professional Certified Coach (PCC) and founder of Pinstripe Coaching. Since forming Pinstripe in 2007, Debra has worked with more than 1,950 clients and has provided over 14,750 hours of executive coaching and training services with a focus on business development and practice management coaching. Building on more than 30 years of legal and business experience, including holding senior positions at three major Canadian law firms, Debra is an acknowledged expert in law firm management and is regularly engaged to facilitate law firm retreats across the globe.

Debra recently rewrote, *Maximizing Law Firm Profitability*, and updates the book twice a year. Leveraging her expertise in business development, Debra produced 70 videos in her *Making Rain* series, created in partnership with Canadian Lawyer Magazine. In January 2016, Debra launched *After It Rains*, a video/blog series that focuses on being a trusted advisor, generating business and retaining clients.

MODERATOR:

Roberto Luzi Crivellini - Studio Legale Macchi di Cellere Gangemi.

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