

# Business Development Power Bootcamp

April 2024

4 online sessions

Practical and insightful workshop for partners and senior lawyers of law firms who want to improve their business development and networking skills and convert their contacts into clients

## Speakers:



Itzik Amiel

“ No one taught you how to network, and yet, here you are. You’re expected to balance your growing professional practice or career, drive consistent results, and—in the midst of all of this—find time to invest in networking and building relationships. How can you network and nurture your relationships when all you feel is busy and overwhelmed?

Whether you’ve been in practice for decades or not but you want to equip yourself with relevant business development and networking skills, we created a workshop loaded with lessons and strategies to help you to network confidently & authentically and get results!

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“ We live in a world where being able to establish communication is no longer a soft skill, but rather a must have to successfully practice as a lawyer, especially if you are a partner. Very few are born with natural business development skills. Many lawyers do not feel confident or comfortable participating in marketing activities, many of them say that they are very introverted, and all those activities are out of their comfort zone, some of them even are afraid or feel Imposter Syndrome. In this program you can learn how to be successful in BD activities according to your personal profile. How to overcome the fear of establishing new contacts, how to maintain contact with existing clients, what is the best way to resume communication with inactive clients, how to get most value from your participation in conferences – all this in our program. ”



Natalia Khomyshyna

## Media partners:

**Itzik Amiel** is the global leading authority on business networking, business development, personal branding & relations capital. He is a growth strategy expert and client relationships advisor to many leading law firms globally. Itzik is a sought after International professional speaker, trainer, Business mentor & Attorney-at-law. He is also the bestselling author of "The Attention Switch" [attentionswitch.com]. The book has been recognized as the leading book and deep-dive instruction manual every professional should have to leverage the power of authentic communications and uncover the best relationship building and networking strategies.

Itzik successfully helps professionals (lawyers, accountants), business executives, firms, and associations create and maintain a successful and strategic relationship; Help professionals build their personal brand boost their authority, and stand-out; Switch Relations to Revenue, Referrals, and Results & follow up. Itzik does so by providing internationally public speaking, training & personal or group mentoring through innovative online and offline programs. Itzik is the founder & CEO of The SWITCH™ and The SWITCH HUB™, the leading online training and community platform for professionals globally.

Itzik organize and curate since 2005 many of the best global leading legal & accounting online summits, including the legal business development summit, women-in-law rainmakers summit, Legal project management summit, legal sales and service summit, intelligence in business and many more.

**Natalia Khomyshyna** is a consultant in legal marketing and business development of Ukrainian origin, based in the Dominican Republic for over 10 years.

Natalia has almost 20 years of experience in marketing and public relations in different industries, including 15 years in management roles in the legal sector. She led marketing and business development departments at leading law firms in Ukraine and the Dominican Republic.

She provides assistance for firms from Latin America in strategic planning, business development, marketing planning and personal branding.

Itzik delivered over few thousands of keynote presentations and executive briefings in more than 69 countries worldwide. His keynote presentations, training and business mentoring combine in an interactive way practical knowledge with unique how-to's and unforgettable stories. His presentations and keynote speeches are truly a memorable experience.

Itzik has shared the stage with world's premier thought-leaders including sir Richard Branson, Les Brown, Darren Hardey, Mark Victor Hansen, Steve Wozniak (Apple co-founder), Marianna Williamson, Chris Gardner, Robert Kiyosaki, Nick Vujicic and Tom Hopkins

Itzik honed his skills during his corporate career at prominent firms such as ABN AMRO Bank, Moore Stephens, international law firms and leading trust companies.

Itzik holds a Bachelor of Laws (LL.B.) cum laude and an Advanced Master of Laws (LL.M.) in international taxation. He is the founder and first chair of Young IFA (International Fiscal Association), Chair of IBA LFMC Business Development & Marketing subcommittee and officer of Future of Legal Professional President's commission. He is a member of many professional associations, a former board member and international ambassador of the CRM Association.

Besides, Itzik was a senior advisory board member for Corpdata (USA) and Globals inc. Itzik is also on the board of editors of the international tax Magazine, Analitica and in the mentoring committee of 'Big Consulting' magazine.

She assists law firms in media relations, event management, participation in legal rankings, CRM, digital marketing campaigns, among others. In addition, she has been involved in general law firm management issues, such as partnership systems, staff recruitment, internal communication, remuneration systems and KPIs.

She was recognized among the TOP 3 best professionals in legal marketing in Ukraine and the best event manager for law firms by the main Ukrainian publisher in the legal market (Pravo.ua).

She has a degree in International Relations (communications) and a master's degree in Political Science.

## SESSION #1

## BEST NETWORKING STRATEGIES

**April 3, 2024**  
11:30 am–1 pm  
EDT

- Learn the method to categorize your connections
- Develop and build meaningful connections
- Discover a simple strategy to manage your time
- Create and host your own networking events
- Master strategies for networking offline and online
- Build your networking and follow on plan

## SESSION #2

## BUILDING YOUR PERSONAL BRAND

**April 10, 2024**  
11:30 am–1 pm  
EDT

- The 3R model to build your personal brand
- Personal Brand vs Brand of the Firm
- Personal branding challenges and tips how overcome them
- Tools to accelerate the growth of your personal brand

## SESSION #3

## CONFERENCE NETWORKING COMPASS™

**April 16, 2024**  
11:30 am–1 pm  
EDT

- An Ultimate Conference Networking Plan
- Strategies before and post-conference
- Switching the right relationships to revenue and referrals
- Follow up action plan and templates

## SESSION #4

## ASKING FOR REFERRALS BLUEPRINT™

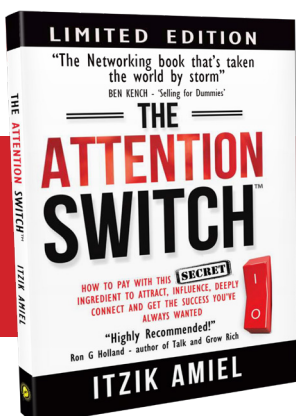
**April 18, 2024**  
11:30 am–1 pm  
EDT

- The referral asking process and case studies
- Referral templates that you can use for different situations
- Proposed action steps to help you to create a referral program and attract more referral opportunities
- Best practical tips to get more referrals ready for immediate implementation

### Participation fees:

Early bird registration (before March, 15 2024) – **USD 875**  
After March, 15 2024 – **USD 1000**

**BONUS:** first 10 registrants will get a copy of the limited edition of Itzik's bestselling book – **"The Attention Switch"** [it will be signed personally]



**REGISTRATION**