



THE NATIONAL ASSOCIATION OF WOMEN LAWYERS® presents

**Networking Skills for
Women Lawyers, Accountants & Business Executives**

with

Susan Sneider, author of *A Lawyer's Guide to Networking*
and

Gary Pines, noted business development trainer and coach

Tuesday, October 2, 2007

2:00-5:00 p.m.

Register now at www.nawl.org

Location: Jenner & Block LLP
330 N. Wabash Avenue, 40th Floor
Chicago, IL

A networking cocktail reception will follow from 5:00 to 6:30 p.m

Participation fee: \$250 for NAWL members and members of co-sponsor organizations and \$275 for non-members (which will include new member registration for NAWL)

CLE and CPE approval pending

Co-Sponsors

Jenner & Block
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Baker & McKenzie LLP
Chicago Bar Association Alliance for Women

About the Session

This highly interactive training program will move participants past the theory of networking to developing actionable individual game plans to enhance the value of their networks. The goal of this program is to teach participants to shift from an ad hoc, reactive process to a disciplined practice of creating focused partnerships. They will learn how to craft a personalized "elevator pitch," to analyze their current contacts, to build relationships and to maintain and nurture their networks. They will understand the relationship between business development and networking as well as understand the critical differences between them.

Participants will find the session's networking principles immediately applicable and actionable. Everyone will walk away with important "lessons learned" about not only *what* to do but *how* to do it.

This seminar, which is appropriate for both new and experienced professionals, includes presentations, individual exercises and small and large group discussions. There are no prerequisites and no advance preparation is required for this program—except for an upbeat attitude.

About the Facilitators, Susan Sneider and Gary Pines

Susan Sneider

Susan Sneider is a recognized management consultant in the legal industry. Susan's extensive experience includes: strategic planning including merger analysis; organizational structure; governance; business development; client relations; RFP development and responses; and compensation systems. She designs and facilitates retreats for leadership groups, law firms, corporate teams and charitable boards. Susan is a skilled trainer who works with groups and individuals on marketing, career development, mentoring and networking. She works with clients throughout the United States and England.

In September 2006 the ABA published Susan's book, *A Lawyer's Guide to Networking*. She has published and spoken extensively on all aspects of law department governance and management and on law firm marketing and practice management. Susan is one of the authors of the seminal *West/American Corporate Counsel Association or ACCA (now Association of Corporate Counsel or ACC) joint four-volume treatise, Successful Partnering Between Inside and Outside Counsel*.

Susan has presented before the American Bar Association (ABA) and various state and local bar associations, the National Association of Women Lawyers (NAWL) and the Association of Legal Administrators (ALA). Internationally, she has presented at the Legal Monte Carlo conferences and at The European Legal Summits in Barcelona and Rome. She has been featured in The Lawyer's Masterclass series in London as well at the LexisNexis UK Professional Education series of Profitable Business Development Strategies for Law Firms. Susan is frequently quoted and featured by industry publications such as The National Law Journal, American Lawyer, Corporate Counsel, Inside Counsel (formerly Corporate Legal Times) and The Lawyer.

Susan Sneider and Gary Pines presented an abbreviated Networking Skills seminar at the inaugural NAWL General Counsel Institute in 2005.

Gary Pines

Gary Pines is a sales/business development trainer/coach specializing in the professional service industry. He works with a variety of professionals including lawyers, architects, engineers, accountants, chemists, management and communication consultants, psychologists, actuaries, wealth management professionals and executive search recruiters.

Gary works with individuals and teams to develop new business at professional service firms including Mercer Management Consulting, Mercer Oliver Wyman, Mercer Delta, SRI Consulting, XRoads Solutions Group, Watson Wyatt, Towers Perrin, Russell Reynolds, Houlihan Lokey Howard & Zuckin, Navigant Consulting, RHR International, Marakon Associates, Strategic Decision Group, Diamond Consultants (technology consulting) and The Northern Trust.

Gary's background includes actuarial, benefits and human resource consulting with an emphasis on business development and marketing roles for national consulting firms. Gary spent almost twenty years with Towers Perrin, a global human resource consulting firm.