



AJA
52ND CONGRESS
PRAGUE 2014
26-30 AUGUST



Personal Branding 2.0

Panel discussion



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Presentation of the panel

- ▶ **Moderator :** Steven De Schrijver
Astrea (Belgium)

- ▶ **Panelists :** Larry Markowitz
Redpath Holdings (Canada)

- Tomáš Rybár
Čechová & Partners (Slovakia)

- Ludomir Biedecki
DJBW (Poland)



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"I invented fire, but now everyone is using it for free. In hindsight, maybe my first invention should have been intellectual property law."



Personal brand

- ▶ What are characteristics of a good personal brand for a lawyer?
- ▶ How important is it to have a personal brand?
- ▶ Difference between private practice and in-house lawyer: what is importance of personal brand for an in-house lawyer?
- ▶ Did you create a personal brand and how did you do it?



Which marketing tools to use ?

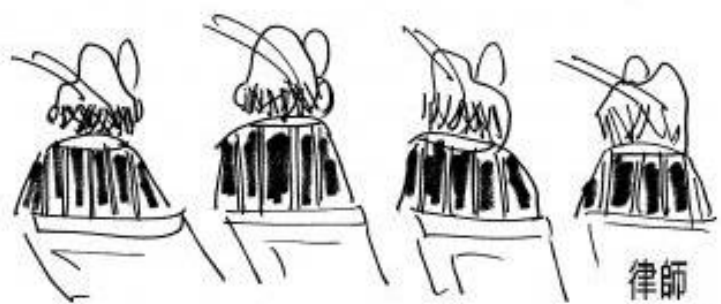
- ▶ Presentations/speaking engagements
- ▶ Writing books/articles
- ▶ Newsletters
- ▶ Attending local business events
- ▶ Attending congresses
- ▶ Active participations in professional associations or other business networks
- ▶ Visiting colleagues
- ▶ Social media



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THE CLIENT COULDN'T PAY



律師
 Brennan

LAWYER HORROR MOVIES



Social media

- ▶ Which social media do you use?
- ▶ What are the benefits?
- ▶ What are the pitfalls?
- ▶ Any tips for using social media?



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Networking through professional associations such as AIJA

- ▶ How can you network through professional associations as AIJA and how do you get the most out of it?
- ▶ How do you perceive the difference in networking as member of a large global or regional firm or as a member of a smaller local firm?



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We ARE lawyers!**

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