Personal Branding 2.0

Panel discussion
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)
“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
THE CLIENT COULDN'T PAY

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?
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?
We don’t just look like lawyers...
We ARE lawyers!
i am aija