



SAVE THE DATE

**BUILD YOUR BOOK OF BUSINESS –
FOR LABOR AND EMPLOYMENT ATTORNEYS**



OCTOBER 4-5, 2007



**PALMS HOTEL
LAS VEGAS, NEVADA**


Our program will feature speakers from small, medium and large firms, professionals who have generated millions of dollars of new business, nationally recognized authors, communications and branding experts and In-House Counsel.



OF SPECIAL NOTE: *There will be a unique **Pre-Conference Workshop** on Thursday morning, October 4th, included in the fee, where the speakers will be available to discuss your specific questions and needs.*

WORKSHOP TOPICS WILL INCLUDE:

- Building your business development plan
- What inside counsel say about outside labor and employment attorneys
- What you and your colleagues say about marketing and business development
- How you can benefit from current and anticipated changes in labor and employment laws and governmental regulations
- How to differentiate yourself from competitors -- both locally and nationally
- Can you maximize the internet for drawing attention to you and your firm?
- Team composition and presentation strategies for employment litigation, labor negotiations, competitive situations, etc.; do they differ?
- Should you emphasize speeches, publishing and media interviews -- or just win employment discrimination cases or shut down a strike?
- How you can maximize your public relations skills and opportunities
- What should you know about your competitors' marketing tactics?
- Ethics of marketing and business development (Ethics CLE credit where applicable)



For additional information, contact:
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