Hot Opportunities to Grow a Labor & Employment Law Practice

Employment Law Partner Elise Vasquez, Esq. and Business Development Trainer Larry Bodine, Esq. describe how lawyers can capitalize on the surge of activity in employment law. Attendees will learn where the business is, what kind of claims are being filed, which business development techniques work, and which are a waste of time.

Tune in to hear Employment Law Partner Elise Vasquez, Esq. and Business Development Trainer Larry Bodine, Esq. describe how employment lawyers can build a clientele in this practice area. Employment law has been one of the hottest areas of law practice since the unemployment rate shot up as the recession began. Among the points they will cover include:

- The EEOC is on the warpath. How you can turn this into new files and clients.
- Where the business is: which claims plaintiffs are bringing against business clients.
- Novel ways that employment lawyers are getting paid by clients.
- Making the 9% unemployment rate work for you.
- A unique offering you can provide to clients that turns into paying work for you.
- Which business development techniques work, and which are a waste of time.

Hot Opportunities to Grow a Labor & Employment Law Practice will examines effective ways to generate referrals, land more clients, and get more business from existing clients in the upcoming year. Elise Vasquez, a partner in the Redwood City (San Francisco) law firm of Ropers Majeski Kohn & Bentley, multiplied her billings, using the methods she will describe.

In only 60 minutes you will learn the techniques that labor and employment lawyers are finding most effective, such as targeting specific industries, getting key recommendations, beefing up your bio, and inspecting client premises.

WHAT YOU WILL LEARN

- Everything you need to know in 60 minutes about the best ways to grow your labor/employment law practice in 2011

- Ready-to-implement tips and techniques for finding more clients, getting more business from existing clients, best practices for marketing and networking, and new services labor/employment lawyers are offering their clients in 2011

- The most important marketing tools and strategies specifically for labor/employment lawyers in 2011.

- Case studies of how other labor/employment lawyers are planning on growing their practice in 2011, what worked best and worst in 2010, and important tips and techniques that you can immediately implement that will help you grow your practice in the year ahead.
WHO SHOULD ATTEND

- Partners and associates who aim to grow their labor and employment practices this year.
- Lawyers practicing in other areas who want to build a clientele in the boom practice area of employment law.
- Practice Group Leaders in employment law who want their groups to prosper and thrive.
- Chief Marketing Officers and Marketing Directors who want to learn the opportunities in employment law and focus their firms on generating new revenue.

ABOUT OUR FEATURED GUEST

Elise Vasquez’ practice focuses on employment and intellectual property matters. Elise represents a variety of companies in claims involving discrimination, harassment, retaliation, wrongful termination, overtime and severance issues. She also represents clients in employment-related administrative hearings, including Berman Hearings, before the California Labor Commissioner defending wage/hour claims.

Prior to joining the firm, Elise clerked at the Equal Employment Opportunity Commission (EEOC) in San Francisco where she reviewed and evaluated claims against government agencies for discrimination under Title VII of the 1964 Civil Rights Act, the American’s with Disabilities Act and the Age Discrimination in Employment Act.

She has authored articles on employment law for the Northern California Human Resources Association and the Human Resources Executive. Elise also gives regular HR presentations to NCHRA members and conducts in-house training to promote respectful workplace practices.

With respect to intellectual property litigation, Elise represents clients in trademark prosecution and copyright disputes; trademark and copyright infringement; and unfair competition claims. Elise tried a trademark and cybersquatting lawsuit to jury verdict in the U.S. District Court, Central District of California. She has co-authored articles on trademark and copyright law for the Intellectual Property & Technology Law Journal and the San Francisco Daily Journal.

Elise is a native of London, England and has lived in California for more than two decades. She has an undergraduate degree from the University of California at Berkeley, where she graduated summa cum laude in English Literature in 1992. Ms. Vasquez received her J.D. from Golden Gate University, School of Law in 1998 and was the recipient of a CALI award for excellence in the study of Law and Literature. Ms. Vasquez joined the firm in 1999 and is licensed to practice in all California state and federal courts.

Registration: $300. With one computer connection you can invite as many attendees as you wish. Gather in a conference room, display the slides on a movie screen and put the audio on speaker phone.