Building an Employment Law Practice

A seminar by
Daniel Barnett
About Daniel Barnett

Daniel Barnett is a leading employment law barrister practising from Outer Temple Chambers. With over 20 years’ experience defending public and private sector employers against employment claims, he has represented a Royal Family, several international airlines, FTSE-100 companies and various NHS Trusts and local authorities, as well as hundreds of SMEs. Employee clients include David & Victoria Beckham’s nanny and Paul Mason (subject of the ITV documentary ‘Britain’s Fattest Man’).

Daniel is a past chair of the Employment Lawyers’ Association’s publishing committee and electronic services working party. He is the author or co-author of eight books, including the Law Society Handbook on Employment Law (currently in its 6th edition). He is the creator of the Employment Law (UK) mailing list, an email alerting bulletin service sending details of breaking news in employment law three times a week to 29,000 recipients (see www.employmentlawbulletins.com).

Legal directories describe him as “extremely knowledgeable and [he] can absorb pages of instructions at lightning speed”, “involved in a number of highly contentious matters”, “singled out for his work for large blue-chip companies”, “combination of in-depth legal knowledge, pragmatism, quick response times and approachability”, “inexhaustible”, “tenacious”, “knowledgeable” and “an excellent advocate”.

He is one of the leading speakers and trainers on the employment law and HR circuit. In 2015, Daniel was the keynote speaker at The Lawyer General Counsel Summit in Lisbon and the Pensions & Benefits UK conference in Westminster. He has presented seminars for the House of Commons, the BBC, Oxford University, HSBC, Barclays Bank, Ocado, and dozens of other organisations in-house. In 2013 and 2014 he designed and was the
speaker at his Employment Law MasterClass national tour, with this entirely new tour taking place in 2016.

As well as full-time practice as a barrister and speaker, Daniel is an experienced entrepreneur. He is the founder and owner of Employment Law Services Ltd (a legal publishing company), which provides marketing and educational services to employment lawyers and HR professionals. In 2007, he co-founded CPD Webinars Ltd, then the UK's leading webinar training company for lawyers, and sold it to Thomson Reuters in 2011.

Daniel is widely sought after as a commentator in both broadcast and print media on all legal issues, and is the resident lawyer on LBC radio, where he co-presents the legal hour on Clive Bull's Wednesday evening show.

www.danielbarnett.co.uk

Here are your details for the call:

Date
Monday, 27th June 2016

Time
3pm
(please dial in a few minutes before)

Phone
0844 473 7300

PIN
3773821
Introduction
Year One

1. Increase the number of clients by 15%
2. Increase the number of times they buy from you by 15%
3. Increase the average transaction value by 15%

Year Two

1. Increase the number of clients by 10%
2. Increase the number of times they buy from you by 10%
3. Increase the average transaction value by 10%

Total: 102%
The Frustration of Getting New Clients

The 80:20 Principle
1. Massively increase the number of times you email clients

2. Mail clients twice a year
3 80:20 your client list

4 The irresistible offer
Facebook targeting

New products
BUILDING YOUR HR CLIENTS
13 JULY 2016, ARUNDEL HOUSE, LONDON WC2R 3DX

A conference organised by Daniel Barnett
£697+VAT

FOR MORE INFORMATION, AND TO BOOK YOUR PLACE, VISIT WWW.EMPLOYMENTLAWBULLETINS.COM/CONFERENCE

PROGRAMME

0930 Registration

1000 How to Grow Your Practice
  • the 3 ways to increase turnover
  • charging models – how to achieve regular income
  • the seven pillars of marketing
  Speaker: Daniel Barnett

1045 Networking Mastery:
  5 Powerful Tips to become a more confident networker
  • devising your networking strategy
  • handling the networking conversation
  • conversion into clients
  Speaker: Rob Brown

1130 Break

1145 Abundant Referrals:
  How to get your Network to Sell You and Refer You
  • inspiring your network to introduce you to theirs
  • the very best people to ask for referrals
  • scripting your referral conversations
  Speaker: Rob Brown

1230 Email Marketing
  • building a list
  • what software to use
  • writing the content
  Speaker: Daniel Barnett

1315 Facilitated Networking Lunch
  • practice working a room with confidence
  • practice joining groups with ease
  • practice disengaging from a conversation
  Facilitator: Rob Brown

1400 Digital Profits:
  How to turn your skills and knowledge into passive income
  • creating digital products you can sell, or bundle, with your consulting work
  • two online services you should use to help you develop digital assets
  • how to charge more
  Speaker: Chris Payne

1515 Break

1530 Social Marketing
  • how to stand out in a crowd and get business to come to you
  • growing your influence with social media
  • strategies to become better known, easily found and instantly trusted
  Speaker: Warren Cass

1630 Closing Remarks and End of Conference
SPEAKERS

**DANIEL BARNETT** is one of the UK’s leading employment law barristers and the founder of two training and marketing companies. He is the author of Intelligent Marketing for Employment Lawyers (2009) and Seven Strategies for Marketing Your Employment Business. In 2007 he co-founded a webinar business, which he sold to Thomson Reuters in 2011. He is a regular speaker on employment law at national and international conferences, and has presented the legal hour on LBC radio for the last six years. Since 1999, Daniel has owned and run a business that sends own-branded employment law email bulletins for employment law solicitors to their clients (www.emplawservices.co.uk)

**CHRISTOPHER JOHN PAYNE** is an expert at helping consultants and small business advisors turn their knowledge and skills into income. The first information product he created generated £2 million in sales, and he has had other multi-million pound launches. In addition, he has created dozens of free and paid-for digital products, published 3 paperback books, and sold a number of high-priced coaching programmes. Chris has spoken at 2 TEDx conferences, co-organised one of them in Abu Dhabi, and coached a number of the other speakers to refine their presentations. He has run workshops in the UK, Dublin, the UAE, the United States and Australia.

**ROB BROWN** has trained and coached thousands of professionals to build their reputation and become confident, successful business networkers. He has recently been commissioned by Wiley, the world’s largest business book publishers, to write Reputation 2.0 - the playbook for standing out in your career or industry, coming out July 2016. A featured TED speaker, Rob is founder of the Networking Coaching Academy, a powerful online training platform for business networking, partnerships, referrals, influence, trust, likeability, personal branding, reputation and just getting in front of more of the right people. According to LinkedIn, Rob is is the most recommended networking expert in the world. To compare yourself with the world’s best networkers and connectors, take the Networking Success Test™ at networkingcoachingacademy.com/success-test-start

**WARREN CASS** is founder of Business Scene and Co-Founder of Champions of Small Business, both supporting entrepreneurs and business owners across the UK with their growth. He is a key influencer in UK Small Business with a huge network and consults with major brands & SME’s alike helping them to engage & add value to their target audience. Warren is an international speaker who has been entertaining audiences for over 10 years providing clarity and strategy. His speaking style is fun and engaging and definitely one not to miss.

**FOR MORE INFORMATION, AND TO BOOK YOUR PLACE, VISIT**

WWW.EMPLOYMENTLAWBULLETINS.COM/CONFERENCE
Free copy of *Intelligent Marketing for Employment Lawyers* (normally £169) if you book a place at

[www.employmentlawbulletins.com/conference](http://www.employmentlawbulletins.com/conference)

before 4pm on 27th June.