

# LAWCONNEXION

## Chambers

**LawConnexion** works both autonomously and in collaboration with members of chambers and chambers' clerks to deliver a broad range of tailored services. We have capabilities that allow us to work for domestic and international chambers.

With extensive market knowledge and experience in the legal industry, we consult to chambers with respect to innovative ideas on how they can compete more effectively, how they can capitalise on their strengths as a collective group and how they can *raise their bar higher*. We also represent barristers and alternative dispute resolution practitioners in overseas jurisdictions; our global reach has seen us represent practitioners in the United Kingdom and in other parts of the Asia-Pacific Region.

With increasing competition at a chambers level and in the legal industry generally, there is a need more than ever before, for chambers to think differently, showcase their knowledge and expertise and highlight their unique differentiating features. Barristers must, individually and collectively, communicate, through various means, the value they bring to their clients and the legal industry at large.

To this end, it is imperative that chambers create budgets for, and prioritise, business development initiatives that are closely aligned with chambers' goals and advance the interests of their individual members.

To date, we have worked on specific projects with leading chambers in Sydney, centered around enhancing the professional profiles of its individual members and creating a more powerful chambers brand. We have assisted chambers with devising structured programs for key clients and building compelling online profiles, through their websites and social media. On an international level, we have represented Australian barristers and alternative dispute resolution practitioners who are interested in expanding into overseas jurisdictions.

The following are select examples of the services we offer. Further services can be offered to suit the individual needs and preferences of chambers. If, for example, chambers have a specific project in mind, please contact us to discuss.

### Existing Clients

- Rolling out structured client feedback programs, to foster more transparent client relationships, improve service levels and ensure that barristers are adding value in the ways in which different clients seek.
- Overseeing management of key client relationships, to ensure continual high levels of client satisfaction.

### New Client Generation

- Researching and identifying prospective clients (law firms and in-house practitioners) for chambers (or practice groups within chambers), to expand the potential depth and breadth of chambers' client base.

- Representing and promoting chambers (or practice groups within chambers) both domestically and internationally (such as Hong Kong, Singapore, Dubai and London) with a view to seeking new clients and increasing revenue.
- Attending national and international roadshows with chambers, to facilitate introductions to new clients and communicate chambers' expertise and experience.

### Chambers Management

- Working in collaboration with chambers' clerks, to increase the level of support in chambers.
- Coaching and mentoring chambers' clerks, to expand their skills and capabilities and provide a more valuable service to chambers and its members.

### Professional Profiling

- Devising strategic, business development plans for chambers and individual members, assisting with implementation of those plans and overseeing management of those plans, to ensure that barristers are continually meeting their business development objectives.
- Enhancing barristers' online and offline professional profiles and biographies, to ensure that barristers are communicating their skills, expertise and capabilities in the best possible way.
- Conducting chambers website effectiveness reviews and assisting with developing new chambers websites – in today's world, a compelling website is a non-negotiable for any chambers wishing to project a strong brand.
- Assisting with arranging structured seminar series to clients and prospective clients, to ensure that adding value by way of education remains a top priority and that relevant and interesting material is presented; material that 'speaks' to the target audience.
- Creating and managing LinkedIn accounts for chambers and individual members, to ensure that barristers are remaining well connected and are networking effectively on this popular social media platform.

We have a variety of other ideas for chambers, which we would be more than delighted to discuss.

For a confidential discussion or for more information about the services we offer, please contact us on **+61 2 9220 1737** or e-mail **Nicole O'Hare** at **[nicoleohare@lawconnexion.com.au](mailto:nicoleohare@lawconnexion.com.au)**

...  
**LAWCONNEXION**