



2020 VIRTUAL FALL SYMPOSIUM

THURSDAY, OCTOBER 22

12:00-12:15pm ET **Welcome and iPad Door Prize Drawing**

Sponsor of iPad: The Cluen Corporation

12:15-1:00pm ET **Opening Session**

Safer. Easier. Better. Loyal. Why Some Relationships Never Leave and Others Never Stay

James Kane (Professional Speaker and Loyalty Expert)

In this fascinating and highly entertaining presentation, James Kane takes his audiences on a journey into the human brain and explains the secret to building and maintaining real loyal relationships. Supported by more than 40 years of Harvard University research, James will make the case that human beings have a fundamental need to be loyal and actively seek out the specific clues from others that tell them when they can and should be. James has spoken to and/or worked with over 160 law firms since 2013 - from the largest global organizations to small, regional practices. Those experiences have provided him with unmatched insight into the legal profession and the competitive strategies being pursued by firms today.

Sponsored by Leopard Solutions

1:00-1:10pm ET **Visit Exhibitor Booths and Passport Contest**

1:10-1:50pm ET **What's Working in Diversity and Inclusion Recruiting and Retention**

Kathryn H. Richardson, Esq., Founder & Principal - HR Legal Search

John Iino, Esq., Diversity & Inclusion Global Chair - Reed Smith LLP

Kathren Davis, Regional Senior Legal Recruiting Manager - Seyfarth Shaw LLP

Anita S. Guha, CIO Talent Advisor - IBM

Danielle Van Wert, Esq., Talent Innovation Manager - Orrick Herrington & Sutcliffe LLP

Sponsored by Goodwin Procter LLP, Kirkland & Ellis LLP and Seyfarth Shaw LLP

1:50-2:00pm ET **Visit Exhibitor Booths and Passport Contest**

2:00-2:40pm ET **More on How to Use LinkedIn for Brand Building in a Changed Marketplace- Hashtags and Other Underused Advanced Social Media Strategies**

Stefanie M. Marrone - Stefanie Marrone Consulting

Sponsored by Cozen O'Connor P.C., Greenberg Traurig, LLP and Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.

2:40-2:50pm ET **Visit Exhibitor Booths and Passport Contest**

2:50-3:30pm ET **Thursday Keynote- "The Lawyer Personality: Roadblock or Resource? Psychological Insights to Help Recruiters Survive and Thrive"**

Dr. Larry Richard, LawyerBrain LLC

Dr. Richard will explain how lawyers' unique personality traits have a profound impact on the recruiting mission. He'll then show how these same traits amplify the stress of weathering today's multiple crises. And he'll finish by providing some valuable evidence-based tips about how to survive and thrive psychologically in these challenging times.

Sponsored by Chambers | Associate and Kilpatrick Townsend & Stockton LLP

FRIDAY, OCTOBER 23

12:00-12:40pm ET **Switching Sides - Real-life Advice/What You Thought You Knew from the Law Firm Side and from the Search Firm Side**

Amber Handman - SeltzerFontaine LLC
Karen Kupetz, Esq., Senior Director of Legal Recruiting - Goulston & Storrs, PC
Melissa Peters, Esq., Senior Manager of Legal Recruiting - K&L Gates LLP

Sponsored by Firm Prospects and Goulston & Storrs PC

12:40-12:50pm ET **Visit Exhibitor Booths and Passport Contest**

12:50-1:50pm ET **Interactive Breakout Sessions (Please Attend Two)**

Interview Questions in a COVID World

Mary Beth Walsh, Director of Lateral Recruiting - Dykema Gossett PLLC
Lauren Zimmer, Senior Lateral Partner Recruiting Manager - Goodwin Procter LLP

LFQ Part II-An Insider's Perspective on How Certain Questions are Received

Valerie Fontaine, Esq., Principal - SeltzerFontaine, LLC
Barbara Mayden, Esq., Principal - Young Mayden LLC
Christine Whitehead, Partner Recruitment & Integration Mgr, Americas - Hogan Lovells US LLP
Danielle Shannon, Chief Talent Officer - Akerman LLP

Best Practices for On-boarding/Off-boarding Partners During COVID

Karen Kaplowitz, Esq. - The New Ellis Group
Tracy Newirth, Director of Senior Talent Acquisition - Greenberg Traurig LLP

Attorneys, Mental Health and COVID: A Discussion

Joseph E. Ankus, Esq., President - Attorney Mental Health Education, Inc.
Patricia Cristadoro, Manager of Lateral Recruiting - Lowenstein Sandler LLP

The New ABA Opinion on the Process Surrounding Lateral Moves

Tina B. Solis, Esq., Partner - Nixon Peabody LLP
Christina Kurow, Esq. - Nixon Peabody LLP

Sponsored by Akerman LLP; Baker McKenzie; Bilzin Sumberg Baena Price & Axelrod LLP; Brown Rudnick LLP; Cadwalader, Wickersham & Taft LLP; Crowell & Moring LLP; Dechert LLP; Duane Morris LLP; Dykema Gossett PLLC; Gibson Dunn & Crutcher LLP; Hogan Lovells LLP; K&L Gates LLP; Loeb & Loeb LLP; Lowenstein Sandler LLP; McGuireWoods LLP; Michelman & Robinson, LLP; Morrison & Foerster LLP; Nixon Peabody LLP; Orrick, Herrington & Sutcliffe LLP; Perkins Coie LLP; Pillsbury Winthrop Shaw Pittman LLP; Reed Smith LLP; Sheppard Mullin Richter & Hampton LLP; Stroock & Stroock & Lavan LLP; White & Case LLP; and Wilson Sonsini Goodrich & Rosati

1:50-2:00pm ET **Visit Exhibitor Booths and Passport Contest**

2:00-2:50pm ET **Friday Keynote - "Building Trust and Rapport in a Virtual Medium"**

Cara Hale Alter, Founder & President - SpeechSkills and Author of *The Credibility Code*
In this live virtual seminar, Cara Hale Alter takes the core concepts from her book *The Credibility Code* and adapts them for virtual meetings. She'll provide nutrient-rich information on cultivating "Visible Credibility" — the ability to project confidence and competence so that your value is on full display. Additionally, she'll offer tips for looking your best on video, building rapport through nonverbal cues, and establishing expertise by seamlessly navigating the virtual medium.

Topics Include:

- Webcam rules for posture, voice, and eye contact
- Simple framing and lighting techniques to boost your image
- Tips for choosing the right medium (video, telephone, email) for the situation
- Why we get "Zoom fatigue" and how to counteract it
- The distinction between cognitive and affective trust, and why both are vital

Sponsored by Kelley Drye & Warren LLP

2:50-3:30pm ET **Wine and Cheese Reception** *Sponsored by ALM, LAWJOBS, and ALM Intelligence*