



XVI. International Congress:
VIENNA
25th and 26th May 2023



**Marketing for
LAW FIRMS**

Pyramide Eventhotel & Congress Center

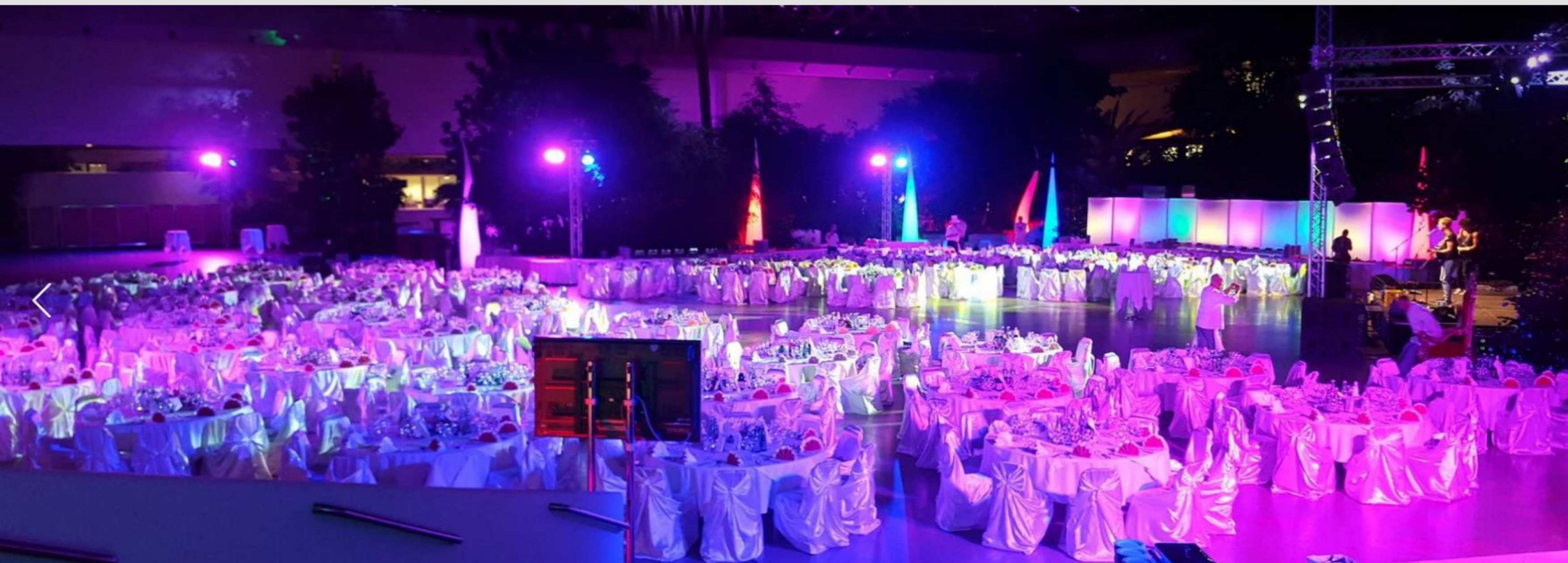
Parkallee 2, 2334 Vösendorf/Vienna



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DAY 1: Thu, 25th May 2023

DAY 1: 19:30 Dinner in the Hotel Pyramide





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DAY 2: Fri, 26th May 2023

DAY 2: Meeting Itinerary and Schedule 26th May 2023, First Half

09:00 **Alma ZADIC**, Minister of Justice of Austria
Opening of the congress

09:10 **Armenak UTUDIJAN**, President of the Austrian Federal Bar Association
First welcome speech

09:20 **Michael HÖFLER**, Director Corporate Communication Corporate
Citizenship of A1 Telekom Austria Group, formerly lecturer for
Marketing and Sales Management at the University of Applied
Sciences for Management & Communication
Kick-Off: Marketing 101 (Second welcome speech)

09:30 **Introduction of the Law Firms taking Part in the Congress.**
Each law firm will be given two minutes for the introduction.

13:30 **Lunch Break & Networking**
Buffet lunch at the hotel



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DAY 2: Fri, 26th May 2023

DAY 2: Meeting Itinerary and Schedule 26th May 2023, Second Half

15:00	Cornelia KENNDLER , Head of CX & UC at win2day, the online branch of Casinos Austria AG. Formerly CX manager at Nespresso, brand manager at Henkel CEE <i>A Client's User Journey</i>	16:30	Daniela JEZOVA (Slovakia) How to run a boutique firm
15:15	Peter MELICHAREK (Austria) <i>The story of our Law Firm's Legal Tech Spin-off www.lereto.com. How to build up Entrepreneurship Skills, Competition Advantages and an authentic true USP.</i>	16:45	Lewellyn LANILLO (Philippines) <i>Start-Up Investment Transactions, upcoming practice area for Law Firms</i>
15:30	Michael JACKSON (USA) <i>The Future of Law Firms</i>	17:00	Pedro BELTRÁN (Spain) <i>How to make your Firm grow through the AEA Network.</i>
15:30	Sharhabeel ALZAEEM (Palestine) <i>Marketing for law firms: the Arab Perspective.</i>	17:15	End of the Congress, Drinks & Networking
16:00	Zdenka NOCAROVA (Czech Republic) <i>How to keep good talent in a law firm</i>	19:30	Gala Dinner <i>Gala Dinner in the Hotel Pyramide</i>
16:15	Hung OU YANG (Taiwan) <i>International debt recovery as a source of cooperation between AEA offices.</i>		
