



XVI. International Congress:

**VIENNA**

25<sup>th</sup> and 26<sup>th</sup> May 2023

# Marketing for **LAW FIRMS**



**Pyramide Eventhotel & Congress Center**

Parkallee 2, 2334 Vösendorf/Vienna



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**DAY 1: Thu, 25<sup>th</sup> May 2023**

**DAY 1: 19:30 Dinner in the Hotel Pyramide**





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**DAY 2: Fri, 26<sup>th</sup> May 2023**

## DAY 2: Meeting Itinerary and Schedule 26<sup>th</sup> May 2023, First Half

09:00	Opening of the Congress	09:20	<b>Introduction of the Law Firms taking Part in the Congress, Part I</b> <i>Each law firm will be given two minutes for the introduction.</i>
09:02	<b>Armenak UTUDIJAN</b> , President of the Austrian Federal Bar Association <i>Welcome speech</i>	11:00	Coffee Break
09:10	<b>Michael HÖFLER</b> , 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 <i>Kick-Off: Marketing 101 (Second welcome speech)</i>	11:20	<b>Introduction of the Law Firms taking Part in the Congress, Part II</b> <i>Each law firm will be given two minutes for the introduction.</i>
		13:30	Lunch Break & Networking <i>Buffet lunch at the hotel</i>



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## DAY 2: Meeting Itinerary and Schedule 26<sup>th</sup> May 2023, Second Half

15:00	<b>Introduction of the Law Firms taking Part in the Congress, Part III</b> <i>Each law firm will be given two minutes for the introduction.</i>	16:55	<b>Hung OU YANG</b> (Taiwan) <i>International debt recovery as a source of cooperation between AEA offices.</i>
16:00	<b>Cornelia KENNDLER</b> , Head of CX & UC at win2day <i>A Client's User Journey</i>	17:05	<b>Llewellyn LLANILLO</b> (Philippines) <i>Start-Up Investment Transactions, upcoming practice area for Law Firms</i>
16:10	<b>Simon LEISSINGER</b> (Austria), <a href="http://www.isg.com">www.isg.com</a> <i>ISG today, business and management</i>	17:15	<b>Daniela JEZOVA</b> (Slovakia) <i>How to run a Boutique Firm</i>
16:15	<b>Ahizar Alfonso BAQUERO APOLINAR</b> (Colombia), GCE Legal Global connections + Real relationships = Results	17:25	<b>Armin BONELLI</b> , Brand Expert Lawyers and their Internet Presence <i>"Getting a Website online should be as easy as Booking a Hotel Room"</i>
16:20	<b>Peter MELICHAREK</b> (Austria), <a href="http://www.lereto.com">www.lereto.com</a> <i>How to build up Entrepreneurship Skills, and a USP (our tech spin-off story)</i>	17:35	End of the Congress, Drinks & Networking
16:25	Coffee Break		***
16:45	<b>Sharhabeel ALZAEEM</b> (Palestine) <i>Marketing for law firms: the Arab Perspective.</i>	19:30	Dinner <i>Dinner in the Hotel Pyramide</i>



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**27<sup>th</sup> May: Socializing  
& Sightseeing**

## On Tour in Vienna!

- 09:30 Bus Departure from Hotel
- 09:45 Visit of Schönbrunn Palace
- 10:45 Tour of Vienna
- 13:30 Lunch in a typical Austrian restaurant in the center of Vienna
- 15:30 Return to the Hotel.

\*please inquire with Conference Administration