



*The details of how a TAGLaw or TIAG member might conduct a China Seminar are as numerous as the members themselves. Each of your firm's different styles, marketing strategies, national cultures and practice areas will play a large role in how a seminar is crafted and conducted.*

*So rather than try to recommend a "one-size fits all" approach on running a China seminar and giving suggestions right down to the color of the place settings, we have created a list of considerations to make when producing your own China seminar. This list is designed to help guide your firm's thinking and help you find a format that is right for your firm.*

## A Guide to Conducting Your China Seminar

### Invitation List:

It would be easy to say during the drafting of your invitee list that you only need to invite your clients that are already doing business in China or have told you about their plans to do so. However, that would be a bad idea. Experience from within the network has shown that you should not only invite all your own clients but also any potential clients as well. Alabama's TAGLaw member reports gaining new business that had nothing at all related to China – but the new client was highly impressed with the stature and capability of the firm and hired them!

### Agenda / Format:

There are at least three general possibilities for structuring your China seminar:

*DIY model* – Based on the information you have learned and the materials you have received from the China conference, and with a little coaching, you are in a position to give an "introductory" look at China from your own experience. You would have to lean heavily on the materials that you have received and that you could create for your clients, but the possibility exists and might be your best or only option for an introductory step.

*Network Approach* – Several law firms have now successfully teamed up with TAGLaw member Baker & Daniels to do a joint-presentation on China. Teaming up with another network firm (TAGLaw or TIAG) with long experience in China shows that you have plenty of "bench strength" and brings more credibility to your session. It brings a face to your claim that you can help firms in China.

*Expert Group / Community Collaborative* – You may be able to highlight your expertise in a conference where other groups are already doing much of the legwork. Law firm Conner & Winters in Oklahoma has already taken part in a "Mayor's Roundtable" where about 20 local businesses met to discuss problems and solutions of local businesses doing business in China. And for September Conner & Winters has arranged to partner with the University of Tulsa College of Business, International Business Studies Department, and the Tulsa Global Alliance, to present a seminar to local businesses on doing business in China.

### Gifts / Takeaways

Aside from the excellent presentation material that you will share with attendees, consider leaving them with a China-themed gift. The book *China, Inc.*, which will be shipped to each attendee, is an excellent example of something for attendees that would help link China and your firm in their mind.

### Length of Time and Time of Day

When determining the length of time for your China seminar, the important question to ask will not be “How long can **we talk** about China?” The question is rather “How long will **clients commit to listen** about China?” We suggest that a good rule of presenting is to leave your audience feeling enlightened but wanting more. This would generally mean about 40 – 50 minutes worth of material in an hour long seminar, but that depends in large part on your presenter’s capability and the interest of your audience.

As mentioned in the opening, each firm will have different ideas about the ideal time of day for a seminar. Some firms may already have monthly lunches for clients and could slip a China seminar into a rolling agenda. Other firms may have clients who consist of early risers and would prefer a breakfast meeting. We would suggest picking the time of day in your area that is likely to maximize participant turnout.

### Location

Is your conference room large enough for this seminar? Likely not if you are casting a very wide net on your invitation list. While having potential clients in your own offices is never a bad idea, selecting a suitable sized hotel room can ease many of the logistics related to hosting a large group.

In any case, the real decision on location will probably be made after you have made decisions on the client list, strategy and format for your meeting. You may end up having the meeting at a local university or Chamber of Commerce.

### Budget

Obviously a budget will vary depending on whether you plan to host the event by yourself or collaboratively with other organizations. Some TAGLaw members have charged for the China seminar up to \$100 and included a meal as part of the

### Additional Thoughts

- \* The local press might be interested in attending and learning more about this event
- \* You might consider scheduling two separate seminars to focus different topics: one on employment and perhaps another on Intellectual Property
- \* You may not be the only firm in town with a developed or developing China practice. But in the same vein of thought as the suggestion above, perhaps you can highlight a niche practice area in your seminar that your competitor can't match
- \* As part of your presentation, it would be fun to have photos of yourself in Beijing. Remember a picture is worth a thousand words
- \* If you have an outside China expert participating in your event, try to clear some time in their schedule after the presentation and have them available to meet one-on-one with clients who you anticipate will have an interest in developing a relationship
- \* While talking about your firm's China connection, it is a great way to plug TAGLaw overall