



ASSOCIATION OF EUROPEAN
LAWYERS
XVI INTERNATIONAL CONGRESS
Barcelona
28th and 29th May 2020

HOTEL HESPERIA HYATT BARCELONA

Gran Via,144 / 08907 L'Hospitalet de Llobregat (Barcelona) Spain

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**"How to make your
firm grow"**

Thursday 28th May 2020

19.30 Dinner in Hotel Hesperia Hyatt Barcelona

Friday 29th May 2020

09.00 Opening of the congress in the hotel

09.15 Introduction of the law firms taking part in the congress. Each law firm will be given two minutes to introduce their firm

11. 00 Coffee break

11.20 Continuation of the introduction of the law firms taking part in the congress. Each law firm will be given two minutes to introduce their firm

13.30. Buffet lunch in the Hotel Hesperia Hyatt Barcelona

15.00 **BARBAROS KARAAHMET (UNITED STATES)** **How to compete with Large/Multinational Firms?**

15.15 **RICARDO TEIXEIRA. (MARKETING EXPERT).** **How Digital Marketing can help you grow faster.**

15.30 **EDUARDO ROSARIO (MARKETING EXPERT. FROM THE FIRM JORDI AMADO CONSULTORES).** **A new marketing approach for lawyers.**

15.45 **PEDRO FERNANDEZ (MARKETING EXPERT. FROM THE FIRM QDQ MEDIA)** **Delivering value to legal business through digital.**

16:00 **ALEJANDRO GALIANA (THOMSONREUTERS)** **Growing through digital transformation.**

16.15 **SAMEER RASTOGI (INDIA)** **Topic to be announced .**

16.25 PRAKASH RASAILY (BHUTAN) Intellectual Property in business.

16.35 STEFFEN KOESTER (GERMANY) 10 steps to grow from a one-lawyer-office to a medium sized law firm – a case study.

16.45 ROBERTO NICOLINI (ITALY) Social media and platforms to get new clients.

17:00 Coffee break

17.20 HUNG OU YANG (TAIWAN) Doing business in Asia.

17.30 MARIE-CLAIRE FREUNDLICH-LE THANH (FRANCE) The challenge between Versatility and/or Increasing Specific Qualifications.

17.40 LLEWELLYN L. LLANILLO (PHILIPPINES) Succession planning for law firms.

17.50 Election of the city of the congress of 2021

18.00 End of the congress

19.30 Gala dinner in Hotel Hesperia Hyatt Barcelona

Saturday 30th May 2020

Excursion tour of Barcelona.

9.00. Departure by bus from the Hotel

1. 9.15. Plaça de Catalunya (Catalonia Square)
2. 9.20. Les Rambles de Catalunya (Catalonia Boulevard)
3. 10.00. Catedral de la Santa Creu i Santa Eulàlia de Barcelona (Cathedral of Barcelona)
4. 10.30. Barri Gòtic. Ciutat Vella. (The Gothic Quarter and old Town)
5. 11.15. Plaça Sant Jaume. Palau de la Generalitat Catalana. (Square of Saint James. Palace of the Catalan Government)
6. 11.45 Palau de la Música Catalana (Palace of Catalan Music). Exterior visit.
7. 12.15. La Pedrera. (The stone quarry) Modernist private residence by Gaudi
8. 13.30. Lunch in the traditional Catalan Restaurant “7 Portes”
9. 15.30 Sagrada Família (Basilica of the Holy Family)
10. 17.15. Return to the Hotel