

WORKSHOP: BD STRATEGIES FOR LITIGATORS

OVERVIEW

- Participants learn essential BD framing and practice skills for everyday BD interactions.
- Each participant leaves with a tailored BD plan including activities and timelines for three clients/prospects.
- Participants collaborate in working sessions, practice new skills, debrief understandings, and establish systems for ongoing support.

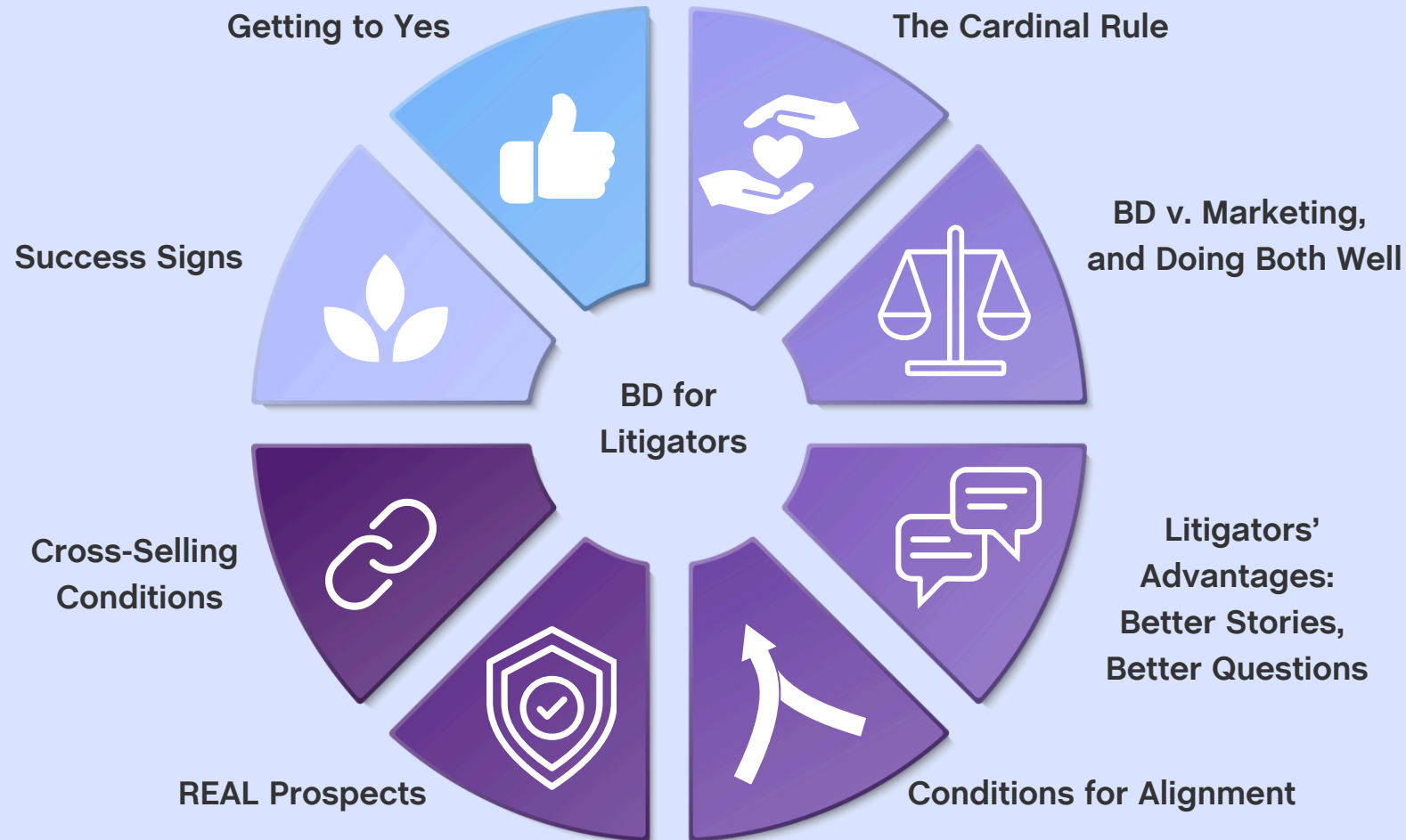
MISSION

Axis is out to prove that that every lawyer can develop business—and help them do so in the ways that are honest to them.



Matt's creativity excites people. He has a gift for bringing teams together around great ideas—and getting the work done.

– Felice Wagner,
Executive Director
The Trial Network



MATT PLAVNICK, FOUNDER + PRINCIPAL

A leader in the Legal Marketing Association, Matt helps lawyers, law firms, and marketing and business development professionals connect with target audiences to earn new business and grow revenue. Since 2010, Matt has brought marketing and business development inspiration to nationally recognized boutiques and Am Law 50 firms alike.

