

[Webinar] Business Development Day 2021



25 May 2021, Tuesday (9.30am – 1.00pm)

This programme will be conducted in a webinar format.

Registration Fees	
Category	Fees (Inclusive of 7% GST and course materials)
Law Society Member (Attending Virtually)	\$53.50 Free*
SCCA Member (Attending Virtually)	\$96.30
Non-Member (Attending Virtually)	\$107.00



No. of Public
CPD Points:
3.0

Practice Area:
**Professional
Skills**

Training Level:
General

*From 15 February to 30 June 2021, webinars are free for all LawSoc Members.
Terms and conditions apply.

About the Programme

Change is inevitable, but growth does not necessarily follow suit. The legal industry will change with time, and your business will have to transform or be left behind. Will you be a leader or follower?

The reality is that to grow a professional service business, you need a plan to ensure that you consciously develop your organisation and even yourself on a path towards success.

The Law Society of Singapore is pleased to present this half-day programme on business development with a focus on 3 topics:

- We are Lawyers, Not Salesmen. Why Should Branding and Marketing Matter to Us?
- Broadening Your Circle of Influence
- Digital Marketing

Join us at this programme to engage in robust conversation with our esteemed speakers on how to bring your practice to the next level and embrace the changes to come.

Admin Note to Singapore Practitioners and s36B Foreign Lawyers in relation to the Mandatory CPD Scheme:

No of Public CPD Points: 3.0
Practice Area: Professional Skills
Training Level: General

Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, this includes logging in at the start of the webinar and logging out at the conclusion of the webinar in the manner required by the organiser, and not being away from any part of the webinar for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.

Note: In the course of the event, photographs/videos/interviews of participants could be taken/conducted by the Law Society or parties appointed by the Law Society for the purpose of post event publicity, either in the Law Society's official publication/website, social media platforms or any third party's publication/website/social media platforms approved by the Law Society.

Programme Outline

Time	Programme
9.00am – 9.30am	Registrants to log on
9.30am – 9.40am	Introduction Gregory Vijayendran, SC – President, The Law Society of Singapore
9.40am – 10.20am	We are Lawyers, Not Salesmen. Why Should Branding and Marketing Matter to Us? Stefanie Yuen Thio – Joint Managing Partner, TSMP Law Corporation
10.20am – 10.50am	Panel Discussion: Branding and Marketing <u>Moderator</u> Daniel Koh – Founding Partner, Eldan Law LLP <u>Panellists</u> Christine Low – Director, Peter Low & Choo LLC Joshua Tan – Partner, Aquinas Law Alliance LLP Stefanie Yuen Thio – Joint Managing Partner, TSMP Law Corporation
10.50am – 11.00am	Break
11.00am – 11.25am	Broadening Your Circle of Influence Elaine Yew – Senior Partner, Egon Zehnder
11.25am – 12.10pm	Panel Discussion: Broadening Your Circle of Influence <u>Moderator</u> Paul Tan – Partner, Cavenagh Law LLP <u>Panellists</u> Anil Changaroth – Managing Director, ChangAroth Chambers LLC Kuah Boon Theng, SC – Managing Director, Legal Clinic LLC Elaine Yew – Senior Partner, Egon Zehnder
12.10pm – 12.50pm	Panel Discussion: Digital Marketing <u>Moderator</u> Michael Chia – Managing Director, MCS Law Corporation <u>Panellists</u> Chooi Jing Yen – Partner, Eugene Thuraisingam LLP Serena Lim – Director, Bizibody Technology Pte Ltd Lim Seng Siew – Director, OTP Law Corporation
12.50pm – 1.00pm	Closing/Summary Thio Shen Yi, SC – Co-chairperson, Economic Action Council Gregory Vijayendran, SC – President, The Law Society of Singapore
1.00pm	End

Speakers' Profile



Gregory Vijayendran, SC – President, The Law Society of Singapore

Gregory graduated from the National University of Singapore and was one of the main speakers in the university's moot team that emerged world runners-up at the 1992 Jessup International Law Moot Competition in Washington D.C. Appointed Senior Counsel in 2019, he is practising dispute resolution in Rajah & Tann LLP.

Gregory presently serves as President of the Law Society and Vice President of the Singapore Academy of Law. Appointed a Senior Moderator in Advocacy Training for Law Society, he has conducted local and international advocacy training (including in Sabah and South Korea).



Stefanie Yuen Thio – Joint Managing Partner, TSMP Law Corporation

Stefanie Yuen Thio co-founded TSMP Law Corporation, Singapore's and Southeast Asia's top boutique law firm, where she is the Joint Managing Partner and heads its transactional practice.

In addition to its legal recognition, TSMP has been lauded for its community efforts and was awarded the Volunteer of the Year (Large-sized Law Practice) in 2019 and the President Volunteerism and Philanthropy Awards (PVPA) in the Small and Medium Enterprises Category in 2018.

While TSMP has become a well-known Singapore firm today, it started as relatively unknown in 1998, with just 7 lawyers. TSMP has had to build up both its professional reputation and its brand from scratch – it was a start-up before start-ups were sexy. Stefanie has been at the forefront of that development, from designing the office to writing copy for its website. She has also watched from the front row as the legal industry developed from a hallowed professional bastion, where only Singapore lawyers practised Singapore law, to the messy and crowded global market place it is today.



Daniel Koh – Founding Partner, Eldan Law LLP

Daniel Koh is a founding partner of Eldan Law LLP, a full service law firm established in 2010.

Daniel was admitted as an Advocate and Solicitor of the Singapore Bar in 1994. He graduated from the National University of Singapore in 1993 and also has a Masters of Law degree from Columbia University, where he graduated as a Harlan Fiske Stone Scholar for superior academic performance. Daniel is a chartered arbitrator, is also empanelled as a mediator with the Singapore Mediation Centre, as well as an adjudicator with the AIADR of Malaysia. He is also an elected Council member and Executive Committee member of the Law Society of Singapore. He has recently been appointed as a Board member of the Singapore Institute of Legal Education. Over the years, Daniel has developed an extensive broad-based practice in commercial disputes resolution and IPR enforcement. Daniel has been recommended in Asialaw Profiles and IP Profiles.

Daniel has been lead counsel in many cases and arbitrations administered by the SIAC and the ICC, and heard at the High Court and Court of Appeal of Singapore.

He has also taught students at the National University of Singapore and conducted training in advocacy and court for lawyers and barristers in Singapore, Malaysia, Brunei, Hong Kong, Australia, Scotland and also at the National Institute of Trial Advocacy in the USA.

He is the General Editor and lead author of *The Law and Practice of Injunctions and Search Orders in Singapore*, published by Sweet and Maxwell.



Christine Low – Director, Peter Low & Choo LLC

Christine is a disputes lawyer at Peter Low & Choo LLC, and has been involved in the firm's high-profile public interest litigation and criminal litigation. Christine is also a key member of the firm's private client practice. She regularly advises high net-worth individuals on complex estate matters, and has acted in estate disputes involving cross-border assets. Christine also handles contentious matrimonial proceedings. She has been invited to conduct seminars on family and matrimonial matters for non-profit organisations.

Professionally, Christine has served on the Council of the Law Society of Singapore from 2016. She is currently Co-Chairperson of the Small Law Firms sub-committee, and has previously served in varying capacities on several sub-committees of the Law Society of Singapore, including the Young Lawyers', Social Welfare and Alternative Dispute Resolution sub-committees. Christine also serves on the Council of the Catholic Lawyers' Guild.

Christine believes in giving back to the community and is involved with various non-profit organisations relating to and outside of law. Apart from her work in community legal clinics, Christine has volunteered with the National Youth Council's Young Change Makers Scheme as a mentor for youths executing projects for the benefit of the community. She also volunteers with her husband at Catholic Engaged Encounter Singapore.



Joshua Tan – Partner, Aquinas Law Alliance LLP

Joshua is currently a corporate law partner at Aquinas Law. He began his practice at an award-winning boutique law firm, and later took on in-house legal counsel roles for the exposure to different business environments and to gain insight into the perspective of clients. Joshua's choice to be a corporate and commercial lawyer stems from his deep interest in business, and he has built his practice around giving practical commercial solutions to a wide range of clients, with a focus on Venture Capital, Startups and SMEs.



Elaine Yew – Senior Partner, Egon Zehnder

Elaine Yew is a Senior Partner in Egon Zehnder, based in Singapore. She is also the Global Co-Head of the Firm's Leadership Advisory Practice. Her particular focus is on CEO and C-suite succession planning, board search and board effectiveness. She also advises clients on C-suite development, top team effectiveness, and organizational culture. She is a trained Coach and Fellow of the Institute of Coaching, McLean - an affiliate of the Harvard Medical School, and works with CEOs and their teams to support their development. In addition to her work at Egon Zehnder, Elaine is involved in a range of other organisations as a board member or advisor. She sits on the Boards of the National University of Singapore and Workforce Singapore. Amongst her other positions, she is on the Advisory Board of Women's Forum Singapore, the Board of The Majority Trust, and chairs the Tangent Initiative. Elaine is a certified mediator with the Singapore Mediation Centre and was appointed a Justice of the Peace in Singapore in 2020.



Paul Tan – Partner, Cavenagh Law LLP

Paul Tan is a partner at Cavenagh Law LLP, which is in a formal law alliance with Clifford Chance. He heads the FLA's litigation practice for Southeast Asia. He is a commercial litigation and international arbitration (both commercial and investor-state) specialist and advises multinationals, financial institutions and governments on complex issues of public and private international law, emerging issues of corporate governance and tech-related disputes. He has experience advising Chinese companies in their disputes overseas as well. He is ranked by all major legal publications and described as a "gifted advocate" and a "star performer." He is co-authoring a number of publications on international arbitration, including Mustill & Boyd's forthcoming edition.



Anil Changaroath – Managing Director, ChangAroth Chambers LLC

[Anil Changaroath](#), MD of [ChangAroth Chambers LLC](#) is accredited Mediator with the [Singapore Mediation Centre](#), [Singapore Family Justice Court](#), [Asian International Arbitration Centre](#), [Vietnam International Commercial Mediation Centre](#), and the [International Dispute Resolution Risk Management Institute](#); an Arbitrator (Fellow) of the [Chartered, Singapore](#) and [Philippines](#) Institutes of Arbitrators; practices and trained as an Adjudicator and in International Treaty Arbitration at the [AIAC](#) and is the Country Representative (Singapore) of the [ADR ODR International](#) and [Dispute Resolution Board Foundation](#).

Anil also qualified as [Barrister at Law](#) ([Middle Temple](#) of England & Wales), hold a [Master of Science in Construction Law & Arbitration](#), [Kings College London](#) & [National University of Singapore](#), practiced international arbitration with international law firm [Lovells Lee & Lee](#) and in house as General Counsel of Contract Advisory and Dispute Management division of Davis Langdon & Seah ([Arcadis Group](#)). Before graduating with an LLB Hon from the [University of Buckingham](#), Anil was as an [Infantry Officer](#) with the [Singapore Armed Forces](#) for five year.

Conversant in Mandarin, Malay, Malayalam and Tamil besides English, Anil practices in the Asia Pacific region with his [Chambers](#) focusing on Appropriate Dispute Resolution involving Infrastructure, Building, and Construction projects and most aspects of Commercial, Civil, Criminal and Corporate Front End Advisory. In early 2019 his book [Resolving Disputes, a Guide to the Options for Appropriate Dispute Resolution](#), was published by [Marshall Cavendish International Asia](#).



Kuah Boon Theng, SC – Managing Director, Legal Clinic LLC

Boon Theng is the Managing Director of Legal Clinic LLC. Appointed Senior Counsel in January 2018, she has 30 years of experience in litigation and is a domain specialist in medical and healthcare law. She holds a Masters' Degree in Medical Ethics and Law from the University of London (King's College Centre for Medical Law and Ethics).

Boon Theng started her practice in 1991 and established Legal Clinic LLC in 2003. Her experience spans the full spectrum of legal work in the healthcare field, from serving on ethics committees to advising healthcare institutions, professional bodies and representing them in mediation and legal proceedings. She is an adjunct lecturer in medical law and ethics with various tertiary institutions in Singapore. She has been recognized for her volunteer work on the National Cancer Centre Hospital Medifund Committee and also as Honorary Legal Advisor to the Singapore Medical Association. She is currently also Honorary Legal Advisor to the Academy of Medicine.



Michael Chia – Managing Director, MCS Law Corporation

Michael graduated in 1996 from the University of the West of England, Bristol, with a Bachelor of Laws (Honours). Michael was called to the English Bar by the Honourable Society of Middle Temple in 1997 and admitted to the Singapore Bar in 1998. Michael is a Member of the Singapore Institute of Arbitrators, an Associate of Chartered Institute of Arbitrators (UK), a Diplomat of the Singapore Insurance Institute (now Singapore College of Insurance) and an Affiliate of the Australia and New Zealand Institute of Insurance and Finance. Michael has been a Commissioner for Oaths since 2010 and a Notary Public since 2014. He is an Associate Mediator with the Singapore Mediation Centre since 2015 and with the Law Society Mediation Scheme since 2016.

Michael is the founder and Managing Director of MSC Law Corporation, a small-sized boutique dispute resolution practice. MSC Law Corporation is accredited as a Smart Law Legal Practice, for its efforts to harness technology to improve productivity, and named “Volunteer of the Year 2017” and “Volunteer of the Year 2018”, in the Small-Sized Law Practice category, for significant contributions to the Law Society of Singapore.

Aside from general civil litigation, which accounts for half of his caseload, Michael practices what is fashionably called “community law”, i.e. family law and criminal law. He is on the panel of volunteer lawyers for the Criminal Legal Aid Scheme and the panel of lead counsels for the Legal Assistance Scheme for Capital Offences. Michael also does solicitors’ work and has a portfolio of SMEs that retains his law practice to give advice on dispute avoidance and general legal matters.

Michael is a Council Member of the Law Society. He is also a Co-Chairman of the Court Practice Chairpersons Committee, the Council Representative of the Small Law Firms Committee as well as a member in various standing committees of the Law Society.



Chooi Jing Yen – Partner, Eugene Thuraisingam LLP

Jing Yen is a partner at Eugene Thuraisingam LLP. He is a litigator whose practice includes arbitration, commercial litigation and criminal defense. Jing Yen graduated from Singapore Management University in 2015, and was made partner with Eugene Thuraisingam LLP after just 3 years in practice. Since then, he has acted as lead counsel on several occasions in the Court of Appeal. He has also acted pro bono in several capital matters, and sits on the sub-committee for the Criminal Legal Aid Scheme (CLAS).

Jing Yen writes regularly, and has contributed a number of articles for the Singapore Law Gazette. He works closely with the firm’s business development manager on the firm’s marketing strategy and direction.



Serena Lim – Director, Bizibody Technology Pte Ltd

Serena Lim has been a legal technology specialist for more than 20 years. She founded Bizibody Technology in 2000 and Litigation Edge in 2011. Both companies are pioneers in the legal technology and litigation support space. Bizibody provides a wide range of legal automation solutions: from baseline practice management systems to advanced document case management, from no-code client onboarding solutions to off-the-shelf all-in-one client relationship management/digital marketing solutions.

Before starting Bizibody, Serena practiced corporate and real estate law in Singapore and Hong Kong, and served as the Managing Director of Khattar Wong’s Hong Kong office. Her extensive legal process knowledge (corporate, real estate, banking and litigation), and her hands-on experience in starting

and running a law firm, enable her to assist law firms with their technology implementation and their digital transformation. Serena works with law firms and corporate legal teams to identify opportunities for process automation. She then works with her team to scope, design, curate and deliver a legal automation solution.

Serena works closely with Law Society of Singapore, Singapore Academy of Law ("SAL"), the Singapore Judiciary and the Ministry of Law. She has mentored legal tech startups, and contributes to the design and delivery of legal tech, eDiscovery, practice management and paralegal courses for the Temasek Business School, SAL and the Law Society of Singapore.



Lim Seng Siew – Director, OTP Law Corporation

Lim Seng Siew, has over 30 years' practice experience in litigation and commercial transactions, concentrating mainly on data protection, cybersecurity and technology related matters. In addition to practice experience, the years when he was CEO of a technology start-up (2000-2003) and Senior Director of the Technology Cluster, Singapore Academy of Law (2008-2011) has also gained him practical experience managing technology projects as well as the daily operations of such entities. His combined experience translates to practical advice to clients who intend to start a new or run a technology business, manage their technology partners and/or develop technology projects. His litigation experience means that he had the ability to spot potential problem areas and suggest possible solutions. Seng Siew is part of the team that drafted the Law Society of Singapore's Cybersecurity Guide.



Thio Shen Yi, SC – Co-chairperson, Economic Action Council

Shen Yi read law at St John's College, Cambridge University, graduating in 1991. He topped the English Bar Examinations, and was called to the Singapore bar in 1993. Since then, he has practiced exclusively in dispute resolution, primarily as counsel, and occasionally as arbitrator. He was appointed Senior Counsel in 2008 at 40 and elected a Master Benchers of The Middle Temple in 2016. He served as the President of the Law Society, and as Vice-President of the Senate of the Singapore Academy of Law from 2015-2016.

Shen Yi has been consistently recognised in leading law journals, such as Chambers Global, Asialaw Profiles, Legal500 Asia Pacific and most recently identified as a Leading Individual (Dispute Resolution) in the Legal500 Asia Pacific 2020 as well as Elite Practitioner (Dispute Resolution) in the Asialaw Leading Lawyers 2020. He was also named Lawyer of the Year in the Benchmark Litigation Asia-Pacific Awards 2020.

Registration

To register, please visit our website at: <https://www.lawsociety.org.sg/CPD-Portal/Law-Society-Events>. For enquiries, please contact us at cpd@lawsoc.org.sg or 6530-0239.

1. Terms and Conditions

- 1.1. **"Free" registration tickets are extended only to Law Society of Singapore Members.**
Note: Other employees of law firms are not eligible
- 1.2. **"Free" Registration tickets are strictly non-transferable.**
- 1.3. **If a Member is found to have lapsed in attendance of 3 free webinars, without cancellation of registration at least 3 working days prior to the event, their subsequent free registrations will be rejected and the usual registration fee will apply. Strictly no exemptions will be considered.**
- 1.4. Registration closes on the date as stipulated on the registration page or when all seats are filled.
- 1.5. Allocation of seats is on a first-come-first-served basis and there are limited seats for each programme.
- 1.6. The registration fee is due and payable upon registration and must be received prior to the programme.
- 1.7. Payment must be made by the closing date stated. Registration will only be confirmed upon receipt of full payment.
- 1.8. The Law Society reserves the right to refuse to register or admit any participant, and to cancel or postpone the programme.
- 1.9. For paid registrations, a substitute delegate is welcome, provided that The Law Society is notified in writing of the substitute delegate's name and particulars at least 3 working days before the programme. Substitution of registrant is not applicable for "Free" registration tickets.

2. Cancellation and Refund of Fees

- 2.1. Participants who cancel their registration before the commencement date shall be liable to pay the percentage of the registration fee set out as follows:
 - i. 20 calendar days before commencement date: 25% of registration fee.
 - ii. 8 to 19 calendar days before commencement date: 50% of registration fee.
 - iii. 7 calendar days or less before commencement date: 100% of registration fee.
- 2.2. Participants who cancel their registration without prior payment shall also be liable to the cancellation fee set out in 2.1. In the event that the payment for cancellation fee is not received despite multiple chasers, a tax invoice will be issued and mailed to your law practice/organisation.
- 2.3. Participants who are unable to attend the programme due to medical exigencies will be subject to a cancellation fee of 50% of the registration fee.