

Strategic Management of Multi-Practice Area & Multi-Court Law Practices

Skillfully handling multiple areas of law

The legal profession is one of the most complex and dynamic fields. While just one legal field may present a variety of legal issues, a law practice involving *multiple* areas of law and *multiple* courts can be even more challenging to manage and operate.

While a law firm may specialize in one area of law, most lawyers find themselves unable to practice exclusively within the small niche they think they'll be in. Inevitably, family attorneys find they need to work in trust and estates law, trust and estates attorneys find they need to work within tax law, and tax attorneys find they need to work with corporate law . . . and the list goes on!

The diversity of these practice areas within one law firm creates challenges in terms of staffing, marketing, and management of the firm. Diversity of practice areas creates challenges of court coordination, overlapping or competing interests, and client management.

Join our expert panelists—the best in their multi-practice fields—to discuss their strategies for recruiting and retaining talented attorneys with diverse skill sets, developing targeted marketing strategies, and effectively managing their teams to overcome any other challenges that arise.

Ultimately, the success of a multi-practice law firm depends on its ability to meet the diverse needs of its clients and provide exceptional legal services across multiple practice areas.

Agenda

- The Need to Practice in Multiple Fields
- Staffing, Marketing, and Management Challenges
- Court Coordination, Overlapping and Competing Interests, and Client Management
- Recruitment and Retention

Faculty

Lisa M. Cukier, Esq., *Burns & Levinson LLP, Boston*, Chair
Howard M. Cooper, Esq., *Todd & Weld LLP, Boston*
Marsha V. Kazarosian, Esq., *Kazarosian Costello LLP, Haverhill*
Andrew C. Meyer, Jr., Esq., *Lubin & Meyer, PC, Boston*
Carol A. Starkey, Esq., *Conn Kavanaugh Rosenthal Peisch & Ford LLP, Boston*



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Dates & Location

Register at www.mcle.org

LIVE WEBCAST

Wednesday, November 8, 2023
2:00 pm–5:00 pm
Program # 2240002WBC

REBROADCAST

Monday, November 27, 2023
10:00 am–1:00 pm
Program # 2240002RB1

REBROADCAST

Tuesday, December 5, 2023
2:00 pm–5:00 pm
Program # 2240002RB2

ON DEMAND WEBCAST

View after Tuesday, December 5, 2023
Program # 2240002WBA

Tuition *(includes written materials)*

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Materials

- E-materials link emailed upon registration
- Transcript & videorecording emailed 2 weeks post-program

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