



## **PBI Agency Series**

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The PBI Agency Series is a two-part program intended for CBF-funded and PILI-affiliated agencies that will focus on best practices in marketing of your agency and its pro bono opportunities. The first program in the series, which was held on October 1, 2007, focused on macro level strategies targeting a general audience and highlighting the use of technology to effectively market your program and pro bono opportunities, and to encourage on-line giving.

The second program in the series, which will be held on Monday, December 10<sup>th</sup> from 3:00 to 5:00 p.m., will focus on micro level strategies for delivering personal pitches of your program and delivering effective and useful trainings to firms and corporations. An agenda for that program follows.

### **AGENDA**

**Monday, December 10, 2007 – 3:00 to 5:00 p.m.**

**The Chicago Bar Association – 321 South Plymouth Court, Chicago, Illinois**

### **Developing and Delivering Effective Presentations and Trainings for Law Firm and Corporate Pro Bono Attorneys**

*Moderator:* Michael G. Bergmann  
PILI/CBF Pro Bono Initiative Director

*Panelists:* Bob Glaves  
Executive Director, The Chicago Bar Foundation

Pauline Levy  
Senior Counsel, McDonald's Corporation

Todd A. Solomon  
Partner, McDermott Will & Emery LLP

This interactive program will begin with Bob giving a brief overview of key points to remember and incorporate for any presentation, with an emphasis on those issues that are particularly important to emphasize in a pro bono training. Todd and Pauline will follow with remarks on what they are looking for and value most from their perspectives of helping to coordinate pro bono at their law firm and corporation, respectively. After a brief question and answer session, there will be an interactive group exercise where attendees will have an opportunity to work on pro bono "pitches" and to share best practices with the group.

**Space is limited, so please register for this program by Monday December 3, 2007 by contacting Michael Bergmann at [mbergmann@pili-law.org](mailto:mbergmann@pili-law.org) or 312/832-5129.**