**Wednesday, October 17th**

**6:00 p.m. – 8:00 p.m. Cocktail Reception –** *graciously hosted by Rudolph Friedmann LLP*

*92 State Street*

*Boston, MA 02109*

**Thursday, October 18th**

**8:30 a.m. – 9:00 a.m. Member Breakfast** *(Rose Kennedy Ballroom IV & V)*

**9:00 a.m. – 10:00 a.m. Managing Partners Section Leadership Forum (Group 1 – Designated Managing Partners or those Holding an Executive Committee Seat or Otherwise has Law Firm Management/Leadership Role)** *(Rose Kennedy Ballroom III)*

**9:00 a.m. – 10:00 a.m. Managing Partners Section Leadership Forum (Group 2 – Non-Managing Partners)** *(Rose Kennedy Ballroom I)*

**10:00 a.m. – 10:15 a.m. Break**

**10:15 a.m. – 11:15 a.m. Primerus Business Law Institute Meeting: All Regions – Asia Pacific, Europe,**

**Middle East & Africa, Latin America, and North America** *(Rose Kennedy Ballroom III)*

**10:15 a.m. – 10:45 a.m. Primerus Defense Institute Meeting** *(Rose Kennedy Ballroom I)*

**10:15 a.m. – 10:45 a.m. Primerus Personal Injury Institute Meeting** *(Rose Kennedy Ballroom II)*

**10:45 a.m. – 12:15 p.m.** **Brain Injury and Concussion Presentation:** **Primerus Defense Institute & Primerus Personal Injury Institute Joint Session** *(Rose Kennedy Ballroom I)*

* Chris Nowinski, PhD – Concussion Legacy Foundation (Norwell, Massachusetts)

**11:15 a.m. – 12:15 p.m. International Session: Introducing a Common Tool for Business & Defense Lawyers to Avoid Pitfalls Between Different Legal Concepts Around the Globe** *(Rose Kennedy Ballroom III)*

* Primerus Business Law Institute (All Regions – Asia Pacific, Europe, Middle East & Africa, Latin America, and North America)

**12:15 p.m. – 1:00 p.m. Lunch on Your Own**

**12:15 p.m. – 12:45 p.m. Women Lawyers Section Networking Luncheon** *(Eleanor & Dartmouth)*

**12:45 p.m. – 1:30 p.m. Women Lawyers Section Meeting** *(Eleanor & Dartmouth)*

* Rena Cook – Vocal Authority (Tulsa, Oklahoma)

**2:00 p.m. – 4:30 p.m. Hunger Initiative Volunteer Activity – Greater Boston Food Bank**

**6:30 p.m. – 8:00 p.m. Cocktail Reception and Heavy Hors d’oeuvres** *(Rose Kennedy Ballroom Pre-Function)*

**Friday, October 19th**

**7:45 a.m. – 8:15 a.m. Member Breakfast** *(Rose Kennedy Ballroom IV & V)*

**8:30 a.m. – 9:30 a.m. Spouse/Guest Breakfast** *(Rose Kennedy Ballroom IV & V)*

**8:15 a.m. – 9:00 a.m. Welcome, Opening Remarks, and Member Introductions** *(Rose Kennedy Ballroom III)*

**9:00 a.m. – 10:00 a.m. Legal Trends** *(Rose Kennedy Ballroom III)*

* Bryant Madden – Levick (Washington D.C.)

**10:00 a.m. – 10:15 a.m. Break**

**10:15 a.m. – 11:15 a.m. TechnoEthics – Data Security for Law Firms** *(Rose Kennedy Ballroom III)*

* Mike Murray – Veritext (Chicago, Illinois)

**11:15 a.m. – 12:15 p.m. Global Legal Trends: Using Legal Project Management to Enhance Firm Profitability** *(Rose Kennedy Ballroom III)*

* Carla Landry – LawVision (Washington D.C.)

**12:15 p.m. – 1:15 p.m. Member Luncheon**

**1:30 p.m. – 4:30 p.m. Leisure Activities:**

* **North End Market Italian Gastronomy Tour**
* **Freedom Trail Tour**

**5:30 p.m. – 6:30 p.m. Young Lawyers Section Gathering**

* **Meet at lobby bar**

**6:30 p.m. – 10:00 p.m. Cocktail Reception & Dinner**

*Old South Meeting House*

*310 Washington Street*

*Boston, MA 02108*

**Saturday, October 20th**

**7:30 a.m. – 8:15 a.m. Member Breakfast** *(Rose Kennedy Ballroom IV & V)*

**8:30 a.m. – 9:30 a.m. Spouse/Guest Breakfast** *(Rose Kennedy Ballroom IV & V)*

**8:15 a.m. – 8:45 a.m. Power Without Press** *(Rose Kennedy Ballroom III)*

* Rena Cook – Vocal Authority (Tulsa, Oklahoma)

**8:45 a.m. – 9:45 a.m. Generations: Learning About & From One Another** *(Rose Kennedy Ballroom III)*

* Jill Huntley Taylor, Ph.D **–** Dispute Dynamics, Inc. (Philadelphia, Pennsylvania)

**9:45 a.m. – 10:15 a.m. Primerus Updates** *(Rose Kennedy Ballroom III)*

**10:15 a.m. – 10:30 a.m. Break**

**10:30 a.m. – 11:15 a.m. Marketing & Business Development Trends – A Global Perspective: What Every Primerus Firm Should Understand** *(Rose Kennedy Ballroom III)*

* Jack Downton – The Influence Business LTD (London, United Kingdom)
* Marianne O’Connor – The Influence Business LTD (London, United Kingdom)
* Amber Vincent – Alyn-Weiss & Associates (Lakewood, Colorado)
* Bob Weiss – Alyn-Weiss & Associates (Lakewood, Colorado)

**11:15 a.m. – 12:00 p.m. Generating Business Through Your Primerus Membership: Panel Discussion**

*(Rose Kennedy Ballroom III)*

Moderators:

* Jack Downton – The Influence Business LTD (London, United Kingdom)
* Marianne O’Connor – The Influence Business LTD (London, United Kingdom)
* Amber Vincent – Alyn-Weiss & Associates (Lakewood, Colorado)
* Bob Weiss – Alyn-Weiss & Associates (Lakewood, Colorado)

**12:00 p.m. – 1:00 p.m. Lunch on Your Own**

**1:30 p.m. – 4:30 p.m. Leisure Activities**

* **Kayaking on the Charles River**
* **John F. Kennedy, Harvard and Library Tour**

**6:30 p.m. – 9:30 p.m. Cocktail Reception & Dinner**

*The Barking Crab*

*88 Sleeper Street*

*Boston, Massachusetts 02210*