**Wednesday, October 17th**

**6:00 p.m. – 8:00 p.m. Cocktail Reception –** graciously hosted by Rudolph Friedmann LLP (Boston, MA)

**Thursday, October 18th**

**8:30 a.m. – 9:00 a.m. Member Breakfast**

**9:00 a.m. – 10:00 a.m. Managing Partners Section Leadership Forum**

**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)**

**10:15 a.m. – 10:45 a.m. Primerus Defense Institute Meeting**

**10:15 a.m. – 10:45 a.m. Primerus Personal Injury Institute Meeting**

**10:45 a.m. – 12:15 p.m.** **Brain Injury and Concussion Presentation (Chris Nowinski, PhD – Concussion Legacy Foundation)**

* **Primerus Defense Institute & Primerus Personal Injury Institute Joint Session**

**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**

* **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**

**12:45 p.m. – 1:30 p.m. Women Lawyers Section Meeting (Rena Cook)**

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

**6:30 p.m. – 8:00 p.m. Cocktail Reception and Heavy Hors d’oeuvres**

**Friday, October 19th**

**7:45 a.m. – 8:15 a.m. Member Breakfast**

**8:30 a.m. – 9:30 a.m. Spouse/Guest Breakfast**

**8:15 a.m. – 9:00 a.m. Welcome, Opening Remarks, and Member Introductions**

**9:00 a.m. – 10:00 a.m. Legal Trends (Ian McCaleb – Levick)**

**10:00 a.m. – 10:15 a.m. Break**

**10:15 a.m. – 11:15 a.m. TechnoEthics – Data Security for Law Firms (Mike Murray – Veritext)**

**11:15 a.m. – 12:15 p.m. Global Legal Trends: Using Legal Project Management to Enhance Firm Profitability (Carla Landry)**

**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. – 7:15 p.m. Cocktail Reception (Old South Meeting House)**

**7:15 p.m. – 10:00 p.m. Dinner (Old South Meeting House)**

**Saturday, October 20th**

**7:30 a.m. – 8:15 a.m. Member Breakfast**

**8:30 a.m. – 9:30 a.m. Spouse/Guest Breakfast**

**8:15 a.m. – 8:45 a.m. Power Without Press (Rena Cook)**

**8:45 a.m. – 9:45 a.m. Generations: Learning About & From One Another (Jill Huntley Taylor, Ph.D)**

**9:45 a.m. – 10:15 a.m. Primerus Updates**

**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**

* Jack Downton – The Influence Business LTD
* Marianne O’Connor – The Influence Business LTD
* Amber Vincent – Alyn-Weiss & Associates
* Bob Weiss – Alyn-Weiss & Associates

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

* Moderators:
  + Jack Downton – The Influence Business LTD
  + Marianne O’Connor – The Influence Business LTD
  + Amber Vincent – Alyn-Weiss & Associates
  + Bob Weiss – Alyn-Weiss & Associates
  + Member Panel - TBD

**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)**