



LCLD Sustainable Partnership Program Pitch Guidelines

For this session, we will offer each of you the opportunity to present a short introductory pitch. The pitch should be 4-6 minutes in length. You will present your pitch to a small break-out group including other partner participants and senior counsel. Your group may ask you question and make comments during or after your presentation. This will be an opportunity to get valuable feedback about your marketing message from corporate attorneys who hire outside counsel. While some of the corporate counsel in your group also act as advisors in the Advisor Circle, your specific advisor will not be part of your small group.

Your pitch should:

- Introduce you/your practice area,
- Introduce your experience professional skills,
- Provide a summary of your firm's practice, and
- Be creative. Your pitch does not need to be a straightforward biography. Consider using a story or anecdote to connect with the audience.

While preparing your pitch, you should write down three words or short phrases that describe the impression you'd like your audience to walk away with, i.e., what do you want the audience remember about you? Keep those impression to yourself as personal notes. You will have an opportunity to compare your personal impressions with the feedback you receive. We will also seek to feature a mix of practice areas in each small group; however, there may be some overlap.

