



Seminar 3: Me Inc – Building your brand: Mentorship, Networking and Marketing
5.45-8pm Thursday, 29 August 2019, Carroll & O’Dea Lawyers, Level 20, 111 Elizabeth St, Sydney

Mentorship cannot be underestimated as a great tool to progress your legal knowledge, practice area and progression through law. Networking and marketing is instrumental in growing your practice. This session will focus on: mentor/mentee relationships, how to get a mentor, how to utilise that relationship, how to work a room at functions, tips and tricks on how to build and raise your profile, how to build a network and client base, as well as how to best present yourself



Katie Malyon, Member, Administrative Appeals Tribunal. Katie has more than 30 years’ experience in law. Currently a part-time Member of the Administrative Appeals Tribunal, Katie was formerly an Executive Director with Ernst & Young. This follows successful establishment of her own multi-award winning law firm that was recognised in the BRW’s Fast 100 in 2010. Katie was a finalist in the Telstra Business Women’s Award NSW in 2012. After initially working as a teacher in Brisbane and Jakarta, Katie commenced her legal career with Clayton Utz and was a Partner with Australian Business Lawyers. She was recognised by her peers and named by the AFR as one of the Best Lawyers - Immigration 2010 - 2014. Katie has participated as a mentor in formal mentoring programs facilitated by the AAT, NSW Law Society and UNSW. In addition, she has informal arrangements with a number of mentees.



Raffael Maestri, Associate, Bartier Perry. Raffael was admitted to practice in 2016 and is an Associate in the Private Clients team at Bartier Perry. Within that team, Raffael primarily works in matters involving equity litigation, protected estates, contested estate litigation, including cases involving capacity, family provision and contested probate. Raffael also advises clients in relation to estate planning, such as succession planning, asset structuring, complex testamentary trust wills, power of attorney and enduring guardian appointments.



Ally Pettitt, Legal Aid NSW. Ally has a Bachelor in Socio-Legal Studies (First Class Honours) from Sydney University and a Juris Doctor from UNSW. Her JD included a semester at Jiao Tong University in Shanghai. She has worked though iCourts at the Royal Commission into Institutional Responses to Child Sexual Abuse, and has done volunteer research at the

International Criminal Court though Columbia University, New York. Ally was admitted as a Solicitor in March 2019. She currently works with Legal Aid NSW and volunteers as a Solicitor at Anti-Slavery Australia.



Sally King, Director of Strategic Communication and Business Development, Carroll & O’Dea Lawyers. Sally King is one of the most experienced marketing and communications professionals in Australia. She has a background in education, and has worked as a marketer in both the government and the not-for-profit sectors. At present, she is Director of Strategic Communication and

Business Development at Carroll & O’Dea Lawyers. Over the past few years, she has built a sophisticated digital marketing strategy from the ground up. During that time, she has become adept at working with lawyers and helping them to market their services.

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- Seminar 1: *Things I wish I had known – tips, tricks & insider knowledge*
- Seminar 2: *Pleadings: Performing on Paper and in Court – written advocacy, court & tribunal etiquette*
- Seminar 3: *Me Inc – Building Your Brand: mentorship, networking and marketing*
- Seminar 4: *Survivor – emotional intelligence, resilience and dealing with difficult people*
- Seminar 5: *Networking ‘trivia/social night’*

\$30 per seminar or \$120 (\$100 Students) for all 5 seminars
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