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## **EMPOWERING FUTURE LAWYERS: INSIGHTS ON BUSINESS DEVELOPMENT FROM INDUSTRY LEADERS**

Recently, Silvana Facchin, Chair of our Business Transactions, and Priscilla Martindale, Marketing and Business Development Manager, engaged with law students at the Peter A. Allard School of Law at UBC. They shared their expertise on critical topics such as client development, business development, and effective marketing strategies within the legal field.

Their presentation underscored the importance of incorporating these essential business practices early in one's legal career, encouraging students to adopt a proactive mindset. Silvana and Priscilla highlighted that mastering these skills significantly enhances a lawyer's ability to build lasting client relationships and navigate the complexities of the legal marketplace. The discussion was both insightful and inspiring, prompting students to consider how they can integrate these strategies into their future practices. We extend our gratitude to all who participated in this valuable exchange, which plays a crucial role in bridging the gap between academic learning and the practical skills needed for success in the legal profession.



*Silvana Facchin (Partner,  
Chair of Business Law Group)*



*Priscilla Martindale (Marketing,  
Business Development Manager)*

**Silvana Facchin  
and Priscilla Martindale  
Co-present "Keys  
to Successful Client  
Development" to  
Law Students at UBC's  
Centre for Business Law**

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