

## VIRTUAL EVENT Available from 30 September 2020

*“Extremely useful training course – engaging and helped reiterate some of the obvious.”*

Excellent client care plays an often overlooked, essential role in the success of your business. This course will illustrate how to place your client at the centre of your practice and achieve the very best outcome for you both.

The course will cover:

- How does the SRA outcomes-focused regulation affect personal injury practice?
  - Understanding the Handbook
- Are you ready to compete on a level playing field with every other provider of legal services, including ABSs, under the new regulatory regime?
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- Learn how improving client care can revitalise your business and become an essential marketing tool
- Find out how to train and motivate other people in your department to deliver excellent client care
- Working with the client to achieve a successful result - the ‘team approach’, managing expectations, understanding client needs
- How to avoid complaints - turning the nightmare client into an advocate for the firm
- When it goes wrong - ensure understanding of the new approach of the Legal Ombudsman. What will outcomes-focused regulation mean for you? What is expected from you?

**If your firm holds corporate accreditation, you must provide evidence that training in customer care is provided to all staff with ‘First point of contact’ responsibilities, including telephonists and receptionists. Furthermore, all accredited members within the firm must attend a training course, or take part in developmental activity, designed to maintain and enhance client care, at least once every five years.**



Frances McCarthy is managing partner of Pattinson & Brewer where she heads up the personal injury department. She is a past president of the Association of Personal Injury Lawyers and is a former member of the Civil Justice Council.

She is a senior fellow of APIL and was a member of Lord Woolf’s working party which developed the personal injury pre-action protocols. She lectures and publishes frequently and is the joint editor of ‘APIL Personal Injury Law Practice and Precedents.’ She contributes to Jordan’s Civil Court Service.

**APIL accreditation:**

All levels

6 CPD hours

# CLIENT CARE 2020

Venue	Date	Please tick
VIRTUAL EVENT	Available from 30 September	

Rate	Cost	Please tick
Corporate accredited firm	£205 + VAT	
APIL member	£240 + VAT	
Non-member	£355 + VAT	

FM2020

Name of delegate: \_\_\_\_\_

Firm: \_\_\_\_\_

APIL no: \_\_\_\_\_ Tel no: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Please detail any dietary requirements: \_\_\_\_\_

(Please note that all dietary requirements can be catered for with prior notice, although, if there is an additional charge for this by the venue or it has to be sourced externally, the charge will be passed onto the delegate).

## PAYMENT DETAILS

I enclose a cheque for £\_\_\_\_\_ payable to APIL (a VAT receipt will be issued upon receipt of payment)

Please charge my credit/debit card with the amount of £\_\_\_\_\_

My card number is: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Cardholder's address: \_\_\_\_\_  
(if different to above)

Postcode: \_\_\_\_\_

Card security number (three digits on the back of the card): \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Terms and conditions:

By registering for this event, you are confirming acceptance of APIL's terms and conditions, which can be found at: [www.apil.org.uk/terms-and-conditions](http://www.apil.org.uk/terms-and-conditions)

Please return your completed form to:  
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Tel: 0115 943 5400 Email: [training@apil.org.uk](mailto:training@apil.org.uk)