

# Client care

## VIRTUAL EVENT - LIVE STREAMED OR ON DEMAND Thursday, 6 February 2025

*“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?
- 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.**



### Speaker

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.

### Virtual attendance

View the virtual programme live or on demand, via APIL’s dedicated training app - either on your desktop or mobile device

Access to electronic course materials

Participate in Q&A via your keyboard

**APIL  
accreditation:**  
All levels  
6 CPD hours

To book your place, please complete the booking form overleaf or book online at:  
[www.apil.org.uk/personal-injury-legal-training](http://www.apil.org.uk/personal-injury-legal-training)

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Live virtual event or view on demand

To book your place, please return your completed form to:  
APIL, 3 Alder Court, Rennie Hogg Road, Nottingham, NG2 1RX  
or book online at: [www.apil.org.uk/personal-injury-legal-training](http://www.apil.org.uk/personal-injury-legal-training)

Date	Location	Corporate accredited £260 + VAT	APIL member £290 + VAT	Non-member £450 + VAT
Thursday, 6 February	Live virtual event			

**Bulk booking discount:** Pay for five delegates and get one additional place for free\*.  
To take advantage of this offer, please return your completed booking form, book online or contact the APIL office at: [training@apil.org.uk](mailto:training@apil.org.uk). \*Cheapest place to be free of charge

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)

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