

# The psychology of law: Winning strategies to find and retain the best clients, succeed in claims and maximise outcomes for a profitable PI practice

## VIRTUAL EVENT - LIVE STREAMED OR ON DEMAND Tuesday, 26 March 2024

This one-day virtual event has been designed and built upon Warren Collins' 25 years of handling cases in or involving the United States, gathering tips which have been successfully used in his daily UK practice.

This training will cover:

- Effective networking for lawyers
  - The psychology of business development
  - Finding and signing up clients
  - Winning friends and influencing people
  - Perception is reality - why what you look like, how you present yourself and what you say really matters
  - Road maps and story telling
  - Case framing
  - The psychology of letters of claim - throw out your precedent letters!
  - Biases and how to fight and capitalise on them: Association bias, confirmation bias, affinity bias
- And much more...

### Speaker details:



Warren is a past co-ordinator for the APIL spinal cord injury special interest group (a post held for more than a decade).

He is an APIL fellow and member or (and assessor for) the APIL spinal cord injury and brain injury expert panels. He is also Chief Assessor for the Law Society personal injury accreditation panel.

He is a partner at Pennington Manches Cooper LLP in London, where he handles a broad range of complex serious injury and fatal accident claims. He has concluded numerous spinal cord injury, brain injury and amputee claims.

### 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)

\*Topics may be subject to change

# The psychology of law

Tuesday, 26 March 2024

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 £250 + VAT	APIL member £295 + VAT	Non-member £435 + VAT
Tuesday, 26 March 2024	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 £\_\_\_\_\_

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### 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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