

## FLI Special Feature Report: ACC Annual Meeting - Washington, 2017

### The World's Largest Gathering of In-House Counsels



In keeping with another tradition of excellence, FLI sponsors the ACC Convention for a 4<sup>th</sup> year consecutive year.

Business Development is not for the faint-hearted. It is an art form groomed over years of dedication and perseverance (not to mention overcoming one's natural aversion to rejection and failure). FLI has successfully negotiated with the ACC organizers for a delegation of ten members to accompany FLI's principal Orlando Casares.

This year was no different. Except the team this year comprised of members from four different Continents was uniquely qualified to deliver a big punch during the busy proceedings.

The variety of backgrounds, cultural diversity, age group and gender distribution made the delegation not only powerful and personally endearing.

The ACC is like a noisy of-Broadway theatre play in front of an audience of three thousand spectators who can only afford you minutes of their time. This goes on for ten hours with very few breaks and it ends with a privately hosted dinner with one catch – you the actor need to invite your own dinner guests.



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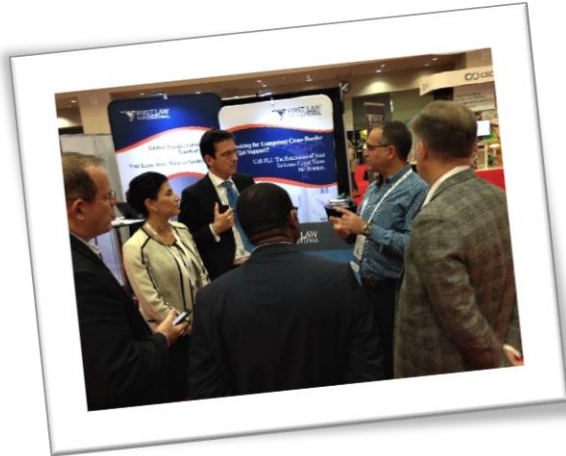


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# FIRST LAW INTERNATIONAL HIGHLIGHTS FROM ACC



One feels like he or she is performing all the time and every attendee who stops by to visit the FLI booth can be that wonderful client we've all been waiting for so everyone is a potential golden goose and for this, every hand on deck is extremely valuable.

Having a broader management team this year (with the very welcome addition of Scott and Carol) to aid Pete and Orlando allowed for more qualitative interviews and screening of prospects. Adding David Walsh's natural PR abilities and this year's debutant Meera Gopakumar's inspiring tenacity to find, collect and transport prospects to the booth proved invaluable. Every participant added his or her own particular DNA and enriched the overall outcome.

The Association of Corporate Counsel holds a yearly conference in the U.S. that brings approximately 3,300 in-house counsel together to obtain continuing legal education (CLE) and learn about the newest and most innovative legal service vendors.



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FLI delegation greatly expanded its presence at the ACC's 2017 Annual Conference in Washington D.C. (October 15-17, 2017).

FLI Principal, Orlando Casares and FLI Management members: **Pete Larsen, Scott Blackmer and Carol Creel** as well as delegates from FLI NET Partners offices from:



- Japan (**Iwata Godo – David Walsh**)
- UAE - Abu Dhabi (**Goodwins Law Corporation – Meera Gopakumar**)
- Democratic Republic of Congo (**Maitre D. Masongo & Associés - Bavon Kakisingi**)
- Morocco (**Kettani Law Firm – Nadia Kettani**)
- Belgium (**Laurius - David Ryckaert**)

were present during the prestigious annual event sponsored by FLI.

Technology continues to make its fast encroaching force known in the industry. The number of vendors promoting some type of software, commoditized digitized templates, artificial intelligence and other sprouting services in between, continue to increase year after year. With the advent of FLI's upcoming announcement of the launch of its very own App to enhance connectivity between all FLI clients with thousands of FLI NET attorneys, makes FLI's presence at the ACC very poignant.

This coupled with the upcoming strategic partnership with one of the only true disruptors in the legal industry promises to be a game changer in the market when the ensuring software is made available to FLI clients and Partner Firms.

Given the success this year's event, FLI is looking forward to continuing to make its presence known to more and more prospective clients as we sponsor next year at the 2018 Conference in **Austin, Texas**. Given the obvious benefits of increasing FLI's exposure at the Conference, FLI Management team is working hard to bring that to fruition.



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