

2018 PBI ANNUAL CONFERENCE

FEBRUARY 21-23, 2018
WASHINGTON, DC

Law Firm Schedule-at-a-Glance

Tuesday

6:00 p.m. – 7:30 p.m.

February 20

Alston & Bird Welcome Reception

Wednesday

7:30 a.m. – 5:30 p.m.

8:30 a.m. – 10:45 a.m.

10:45 a.m. – 11:00 a.m.

11:00 a.m. – 12:00 p.m.

12:00 p.m. – 1:30 p.m.

1:30 p.m. – 2:30 p.m.

2:30 p.m. – 2:45 p.m.

2:45 p.m. – 3:45 p.m.

3:45 p.m. – 4:00 p.m.

4:00 p.m. – 5:00 p.m.

February 21

Registration

Law Firm Pro Bono 101

Break

Regional Joint Networking Exchanges (for Law Firm and In-House Attendees)

Joint Opening Lunch Program (for Law Firm and In-House Attendees)

Concurrent Sessions

Break

Concurrent Sessions

Break

Peer-to-Peer Networking Sessions

Thursday

6:30 a.m. – 7:30 a.m.

7:30 a.m. – 5:30 p.m.

8:00 a.m. – 9:00 a.m.

9:00 a.m. – 9:30 a.m.

9:30 a.m. – 9:45 a.m.

9:45 a.m. – 10:45 a.m.

10:45 a.m. – 11:00 a.m.

11:00 a.m. – 12:00 p.m.

12:00 p.m. – 1:15 p.m.

1:30 p.m. – 2:30 p.m.

2:30 p.m. – 2:45 p.m.

2:45 p.m. – 3:45 p.m.

3:45 p.m. – 5:00 p.m.

6:30 p.m. – 9:00 p.m.

February 22

Get Moving

Registration

Breakfast

Opening Plenary

Break

Concurrent Sessions

Break

Concurrent Sessions

Lunch

Concurrent Sessions

Break

Concurrent Sessions

Pro Bono EXPO & Happy Hour

Reception

Friday

6:30 a.m. – 7:30 a.m.

7:30 a.m. – 11:00 a.m.

8:00 a.m. – 1:30 p.m.

February 23

Get Moving

Registration

Breakfast

Session

Lunch

Please check back here often for newly-added sessions, updated descriptions, and revised schedules.

February 20

6:00 p.m. – 7:30 p.m. Alston & Bird Welcome Reception (pre-registration required)

Are you new to the PBI Annual Conference? Returning after taking a few years off? A regular who would never miss out? Join pro bono leaders from law firms, in-house legal departments, and public interest organizations for a reception at the Conference venue, the Capital Hilton, generously hosted by Alston & Bird, to kick off this year's event. This will be a great opportunity to network and get answers to questions from PBI staff so that you can maximize your Conference experience.

February 21

8:30 a.m. – 10:45 a.m. Law Firm Pro Bono 101 (pre-registration required)

New to law firm pro bono? This pre-Conference session is designed for leaders at law firms that have recently created or restructured a formal pro bono program and for managing partners, pro bono committee chairs, pro bono partners, counsel, directors, managers, and coordinators who are new to their positions. This program offers a comprehensive, participatory crash course on the basics of structuring, implementing, and administering successful law firm pro bono programs. Law Firm Pro Bono Project staff members will also be available to provide participants individualized tips for navigating the Conference in order to maximize the experience, and introduce attendees to the resources and support available from the Project all year round. Pre-registration is required for this interactive program. Space is limited and available on a first-come/first-serve basis, so register early.

10:45 a.m. – 11:00 a.m. Break

11:00 a.m. – 12:00 p.m. Regional Joint Networking Exchanges (for Law Firm and In-House Attendees)

Spend dedicated time with law firm and in-house pro bono leaders from your geographic region, global home base, or an area about which you'd like to learn more to share experiences, explore legal needs and opportunities for collaboration, and discuss issues of particular interest to your specific communities. If you are uncertain about which session to attend, please ask a member of PBI staff for guidance.

- **International**
- **Mid-Atlantic** (Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, and West Virginia)
- **Midwest** (Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin)
- **Northeast** (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont)
- **South** (Alabama, Arizona, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, and Texas)

- **West** (Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming)

12:00 p.m. – 1:30 p.m. Joint Opening Lunch Program (for Law Firm and In-House Attendees)

1:30 p.m. – 2:30 p.m.

Back to Basics

Want to ensure that you leave the Conference with answers to your most pressing pro bono questions? This interactive session is designed to address the nuts and bolts of law firm pro bono and issues of common concern that are fundamental to every law firm pro bono program. (Feel free to submit your questions in advance to: ederita@probonoinst.org.)

Marketing to Right the Pro Bono Ship: Strategies for Attorney Engagement

You can improve your firm's pro bono performance! Learn how to successfully employ internal and external marketing and engagement strategies to change the narrative of pro bono at your firm. This session will offer a variety of practical techniques to turn your pro bono program around and create positive experiences and outcomes.

Roundtable for Experienced Pro Bono Leaders

This session is designed for attendees with approximately ten or more years of experience in a full-time pro bono capacity and provides veteran law firm pro bono leaders with an opportunity to "go deep" with other seasoned pro bono veterans to discuss issues of common concern.

Transitioning from the Other "Side"

Many pro bono professionals at law firms come from the public interest/legal services sector. How do you see yourself – are you a law firm lawyer who spends most of your time doing pro bono or are you a public interest lawyer who now happens to work at a law firm? Have your values and identity changed since you joined a law firm? This session will explore the challenges and opportunities of bringing a public interest background to a law firm and best practices for making a smooth and meaningful adjustment.

2:30 p.m. – 2:45 p.m. Break

2:45 p.m. – 3:45 p.m.

Build-A-Project

While the idea of creating a new pro bono project from scratch can be daunting, it is feasible, rewarding, and can provide meaningful services to clients and opportunities to pro bono lawyers. This session will dig deeply into personal experiences, motivations, best practices, and lessons learned.

How to be in More than One Place at a Time

Having law firm offices scattered in multiple locations in various states and countries presents both pro bono challenges and opportunities. This session will explore strategies and best practices for guiding and administering your firm's pro bono program across offices and geographic boundaries.

Pro Bono in the UK

Don't know how to get your firm's UK lawyers involved in pro bono? Curious about Brexit? Vaguely familiar with LawWorks and the Collaborative Plan? Concerned about legal aid funding in the UK and what that means for unmet legal needs and priorities? This session will explore these questions and more.

The Pro Bono Professional in 2018

How are you spending your time? How do you wish you could spend your time? What new responsibilities have been added to your portfolio over the past few years? Are you stagnant or growing with the position? This new session will explore the evolving role of the law firm pro bono leader and the corresponding professional and personal costs and benefits.

3:45 p.m. – 4:00 p.m. Break

4:00 p.m. – 5:00 p.m. Peer-to-Peer (P2P) Networking Sessions and Discussion Groups

This opportunity to network with your peers will enable you to meet with those whose roles are most like yours in other firms, target and candidly address the issues and topics of particular interest to you, and help you make the most of your Conference experience.

Please review the following descriptions carefully and select the networking session most appropriate for your current position. If you are uncertain about which session to attend, please ask a member of the Pro Bono Institute staff for guidance.

P2P: Pro Bono Committee Chairs, Members, and Firm Management

This discussion group is for chairs and members of law firm pro bono committees who administer pro bono programs while maintaining a commercial practice and those who serve other firm management roles (firm chairs, managing partners, practice group and office heads, executive committee members, etc.).

P2P: Pro Bono Counsel

This discussion group is for lawyers – associates, counsel, staff attorneys, administrators, directors, coordinators, etc., – who administer pro bono programs on a full-time (or virtually full-time) basis.

P2P: Pro Bono Managers

This discussion group is for professionals – paralegals, social workers, librarians, marketing, training, diversity, HR, or CSR staff, and others – who administer pro bono programs on a full-time (or virtually full-time) basis.

P2P: Pro Bono Partners

This discussion group is for partners (equity or income) who administer pro bono programs on a full-time (or virtually full-time) basis.

February 22

6:30 a.m. – 7:30 a.m. Get Moving

An informal gathering for runners and walkers. Meet at the concierge desk in the lobby of the Capital Hilton. All speeds and distances are welcome to participate in this early-morning opportunity to meet your peers informally before sessions start.

8:00 a.m. – 9:00 a.m. Breakfast

9:00 a.m. – 9:30 a.m. Opening Plenary

9:30 a.m. – 9:45 a.m. Break

9:45 a.m. – 10:45 a.m.

A Collaborative Approach to Justice: Reducing Recidivism

This session will highlight tools and strategies that one multi-disciplinary initiative has adopted to more effectively deploy stakeholders from different sectors to collectively develop and implement a measurable plan to reduce, and ultimately, ameliorate a critical problem – successful reentry of released offenders from federal and state prisons.

All Together Now: Integrating Pro Bono, CSR, and Charitable Giving to Increase Impact

Many law firms and companies have already discovered the benefits of working with their foundations and/or integrating their pro bono activities with their charitable contribution practices and corporate social responsibility (CSR) efforts. This session will explore their successes and challenges and provide guidance for how to integrate pro bono, charitable contributions, and CSR efforts.

Housing Matters (Pro Bono in Practice)

This session will explore housing-related pro bono opportunities and developments, including the status of available pro bono opportunities, emerging issues, how to get started, and opportunities for collaboration.

Pro Bono in the Suburbs

Pro bono clients aren't limited to our downtowns or city centers. Estimates indicate that one in three poor Americans live in the suburbs. What is the pro bono community doing to meet this rising demand for legal services? This new session will explore innovative initiatives to address the unmet legal needs presented by suburban poverty.

10:45 a.m. – 11:00 a.m. Break

11:00 a.m. – 12:00 p.m.

Engaging Future Pro Bono Leaders

The session will explore innovative collaborations between law firms, legal departments, law schools, and public interest organizations that engage students in pro bono as they face critical choices about their professional development and examine various effective models, including externship programs; student-run projects supported by law firms or legal departments; and classes devoted to pro bono theory. There will also be an opportunity to brainstorm additional ways to engage the next generation in pro bono at the “lawyer in training” stage.

Protecting the First Amendment (Pro Bono in Practice)

This session will provide a thought-provoking discussion of current events and their impact on the First Amendment Freedoms of Speech, the Press, and the Right to Assemble, and how pro bono lawyers can be of assistance.

Serving Our Seniors (Pro Bono in Practice)

How can we ensure that low-income and other eligible seniors age with dignity? From advanced planning to government benefits and housing protections to fraud and abuse prevention, this session will explore a range of pro bono opportunities and developments.

Update on In-House Pro Bono (Spoiler Alert: It’s Growing!)

A panel of leading in-house counsel will provide an overview of in-house pro bono, discuss the role of CLOs and other leaders in supporting such efforts, and address the growth and importance of in-house pro bono within legal departments, companies, and the communities where they work as well as what these developments mean for pro bono supporters at law firms, legal departments, and public interest organizations.

12:00 p.m. – 1:15 p.m. Lunch

1:30 p.m. – 3:45 p.m. (2:30 p.m. – 2:45 p.m. Break)

Note: These afternoon sessions will be offered in two parts with a break. You are welcome to attend the entire session or you may come for either the first or second part only

Global Spotlights

While pro bono has been popular in the United States for a long time for various reasons, it is now burgeoning in other parts of the world. This fast-paced session will provide brief glimpses of where and how pro bono is flourishing, identify challenges, and crowdsource solutions.

Leveraging Technology to Expand Pro Bono and Address Challenges

The demand for pro bono legal services continues to far outpace the supply and there is often a mismatch between client and volunteer, due to geography, schedules, etc. In response, numerous organizations and collaborations have developed technology to improve the delivery of client services and to expand the reach, efficiency, and impact of pro bono efforts. This session will explore several models and the associated benefits and limitations.

Effective Collaboration

While individual law firms, in-house legal departments, and public interest organizations effectively assist underserved individuals and communities, society's increasingly complex and persistent unmet legal needs often require larger scale, multi-institutional pro bono efforts. This session will provide an overview of the ways in which institutions are collaborating to pool resources to address critical legal needs and will explore lessons learned and best practices for working together.

3:45 p.m. – 5:00 p.m. Pro Bono EXPO and Happy Hour

Join us for Happy Hour and more networking! Don't miss this program – the annual catalyst for new partnerships, relationships, and pro bono initiatives. Meet leading advocates from a range of public interest organizations and learn about cutting-edge issues ripe for pro bono representation.

6:30 p.m. – 9:00 p.m. Reception at the National Museum of Women in the Arts

February 23

6:30 a.m. – 7:30 a.m. Get Moving

An informal gathering for runners and walkers. Meet at the concierge desk in the lobby of the Capital Hilton. All speeds and distances are welcome to participate in this early-morning opportunity to meet your peers informally before sessions start.

8:00 a.m. – 1:30 p.m. Breakfast and Lunch will be provided

Times of Crisis: Pro Bono and Emergency Response

“When I was a boy and I would see scary things in the news, my mother would say to me, ‘Look for the helpers. You will always find people who are helping.’” – Fred Rogers

Hurricanes. Fires. Terrorist attacks and armed conflicts. Travel and refugee bans. Natural disasters and political upheaval. The rapid outpouring of offers of pro bono assistance in response to crises demonstrates a keen sense of ethical responsibility and a strong pro bono commitment. The challenge, however, is to channel good intentions into great results and sustained assistance to foster recovery and renewal. How can we successfully develop protocols in advance that enable pro bono efforts to be proactive, efficient, and effective?

Our closing session will explore lessons learned and develop strategies from experiences with disasters and emergencies that can be used to enhance pro bono infrastructure and response, create effective partnerships, and leverage pro bono efforts to meaningfully address critical, long-term legal needs.