



PBI 2020 ANNUAL CONFERENCE

PBI | PROBONO INSTITUTE | Gaylord National Resort • D.C.'s National Harbor • March 17-19, 2020

Schedule At-a-Glance

Monday

5:00 p.m. – 6:30 p.m.

March 16

Meet & Mingle

Tuesday

7:30 a.m. – 6:30 p.m.
8:30 a.m. – 11:00 a.m.
9:00 a.m. – 11:00 a.m.
9:00 a.m. – 11:00 a.m.
9:00 a.m. – 11:00 a.m.
11:00 a.m. – 11:15 a.m.
11:15 a.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.
5:00 p.m. – 7:00 p.m.

March 17

Registration
Law Firm Pro Bono 101 (*for Law Firm Attendees*)
In-House Pro Bono: Basics (*for In-House Attendees*)
In-House Pro Bono: Mature (*for In-House Attendees*)
Public Interest Morning Exchange (*for Public Interest Attendees*)
Break
Justice Talks (a TED-style Talk) and Lunch Program
Break
Concurrent Sessions (*Tracked Programming**)
Break
Peer-to-Peer Networking Sessions (*Tracked Programming**)
25th Anniversary Celebration

Wednesday

7:30 a.m. – 5:30 p.m.
8:00 a.m. – 9:00 a.m.
9:00 a.m. – 10:15 a.m.
10:15 a.m. – 10:30 a.m.
10:30 a.m. – 11:30 a.m.
11:30 a.m. – 11:45 a.m.
11:45 p.m. – 1:45 p.m.
1:45 p.m. – 2:00 p.m.
2:00 p.m. – 3:00 p.m.
3:00 p.m. – 3:15 p.m.
3:15 p.m. – 4:15 p.m.
4:15 p.m. – 4:30 p.m.
4:30 p.m. – 6:00 p.m.
6:00 p.m. – 8:00 p.m.

March 18

Registration
Regional Networking Breakfast
Opening Plenary
Break
Concurrent Sessions
Break
Award Luncheon & Reception
Break
Concurrent Sessions
Break
Concurrent Sessions
Break
Pro Bono EXPO and Happy Hour
Annual Conference Reception

Thursday

7:30 a.m. – 11:00 a.m.
8:00 a.m. – 9:00 a.m.
9:00 a.m. – 12:00 p.m.
12:00 p.m. – 1:00 p.m.

March 19

Registration
Breakfast
Workshop/Session
Lunch

* Sessions hosted during these time blocks are separated based on the type of attendee. Programming will be designed for and open to law firm attendees only, in-house attendees only, and public interest attendees only.

As of January 21, 2020



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

March 16, 2020

5:00 p.m. – 6:30 p.m. Meet & Mingle

Start the Annual Conference off right by reconnecting with friends and colleagues or making new contacts! Join us to kick off a great conference and meaningful connections!

March 17, 2020*

**Sessions hosted during these time blocks are separated based on the type of attendee. Programming will be designed for and open to law firm attendees only, in-house attendees only, and public interest attendees only.*

9:00 a.m. – 11:00 a.m. * Law Firm Pro Bono 101 (*for law firm attendees only; 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.

9:00 a.m. – 11:00 a.m. * In-House Pro Bono: The Basics (*for in-house attendees only; pre-registration required*)

This session is designed for pro bono leaders of legal departments that are in the process of creating or re-launching a pro bono program, and for new pro bono leaders of existing programs. Experienced legal department pro bono leaders will discuss best practices for a successful in-house pro bono program, from insurance to project selection to leadership structure. Pre-registration is required.

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9:00 a.m. – 11:00 a.m. * In-House Pro Bono: Mature Crowdsourcing (*for in-house attendees only*)

This session is designed for experienced in-house pro bono leaders and provides an opportunity to leverage the collective knowledge and experience of your fellow attendees to answer your most pressing in-house pro bono questions. This highly-interactive session will break down the barriers between presenter and attendee – and allow attendees to solve each other's challenges. Moving beyond passive listening, attendees are asked to fully engage in the ideation and problem-solving process. Pre-registration is encouraged.

9:00 a.m. – 11:00 a.m. * Public Interest Morning Exchange (*for public interest attendees only*)

This program offers an expanded opportunity for public interest attendees to spend time together brainstorming, sharing resources, and discussing effective models for pro bono program coordination and management. Pro bono leaders from legal services organizations, court-based programs, state bars, bar associations, academia, and other public interest segments of the pro bono community will be in attendance. Join forces to activate pro bono nationally, regionally, and locally and promote access to justice.

11:00 a.m. – 11:15 p.m. Break

11:15 a.m. – 2:30 p.m. Justice Talks (a TED-style Talk) and Lunch Program

2:30 p.m. – 2:45 p.m. Break

2:45 p.m. – 3:45 p.m. Concurrent Sessions

*** Evaluating Impact (*for law firm attendees only*)**

Currently the primary measures used to assess the success and effectiveness of law firm pro bono efforts are quantifiable metrics, such as participation rates, percentage of billable hours devoted to pro bono, total hours worked, and the like. But statistics, numbers, and other quantifiable measures do not tell the whole story regarding pro bono programs, impacts, and outcomes and offer only a relatively narrow view of "success." As we celebrate the 25th anniversary of the implementation the Law Firm Pro Bono Challenge® initiative, let's discuss additional ways firms can evaluate the impact and quality of their pro bono work. Don't miss this chance to learn and share your ideas with the community!

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* Improving Partner Participation (*for law firm attendees only*)

This session will offer guidance and best practices from leaders of law firms that have employed a variety of strategies to successfully involve a majority – or more – of firm partners in pro bono service.

* The Role of Pro Bono Partner (*for law firm attendees only*)

There are at least 66 dedicated pro bono partners, defined as those who spend 50 percent or more of their time on pro bono work, at law firms around the globe. These positions exist within all partnership models and at firms of varying sizes and geographic coverage. This session will explore the role of pro bono partners and will highlight key findings from a recent survey on the prevalence of this role in law firm pro bono staffing. Come learn about common roles and responsibilities, the promotion process for pro bono partners, and much more.

* Pro Bono at Mid-Sized Firms (*for law firm attendees only*)

Mid-size firms can support accomplished, creative, and sustained pro bono programs. What does the future hold for these firms? Join us to share best practices, explore the unique challenges and features of a mid-sized firm, and assess the position of these firms in today's legal economy. This session is designed for firms with fewer than 500 attorneys.

* Sustainability and Pro Bono: Learn How to Talk the Talk and Walk the Walk (*for in-house attendees only*)

Increasingly, corporate investors are expecting corporations to give top priority not to the bottom line, but to adding sustainable value for all four stakeholders: customers, employees, owners, and communities. Learn more about what sustainability is, why it matters, and what your company can do to create sustainable value for these stakeholders through its pro bono efforts.

* Innovative In-House Pro Bono Projects (*for in-house attendees only*)

Panelists will discuss a variety of replicable, successful in-house pro bono projects, such as: longer-term engagements, projects engaging multiple offices of the legal department, projects engaging global offices, projects to support legal aid providers, and projects that engage legal staff and professionals outside the legal department. This session is designed for attendees leading newer pro bono programs and for attendees whose departments are looking to take on new and innovative projects.

* Leading with Heart: Coaching Nonprofit Leadership (*for public interest attendees only*)

"Leaders aren't born, they're made." Strong leadership is essential to the health and success of any great team or organization. It can empower individuals to transform their lives. Designed specifically for professionals in the legal aid and nonprofit space, this session will help participants identify and activate their inner resources to tackle the challenges and opportunities they face as leaders and to forge lives filled with passion, possibility, and purpose.

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* **Communications and Storytelling for Nonprofits** (*for public interest attendees only*)

We want to convey the impact that our pro bono efforts have, but often the numbers we track and the messages we share don't paint a complete picture. This session will explore the tools you need to tell the stories that can enhance your pro bono program and bring the crisis in access to justice to life.

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

***Peer-to-Peer (P2P) Networking Sessions and Discussion Groups** (*for law firm attendees only*)

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.

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***Peer-to-Peer (P2P) Networking Sessions and Discussion Groups** (*for in-house attendees only*)

This session will be an opportunity to share and learn from your in-house peers through small group discussions with individuals serving in similar positions, including:

- (i) pro bono leaders responsible for a single office with a program less than 10 years;
- (ii) pro bono leaders responsible for a single office with a program 10 years or older;
- (iii) pro bono leaders responsible for multiple offices with a program less than five years;
- (iv) pro bono leaders responsible for multiple offices with a program five to 10 years;
- (v) pro bono leaders responsible for multiple offices with a program more than 10 years.

***Peer-to-Peer (P2P) Networking Sessions and Discussion Groups** (*for public interest attendees only*)

This opportunity to network with your peers will enable you to target and candidly address the issues and topics of particular interest to you and help you make the most of your Conference experience. There will be small group table talks for attendees from single-focus/issue-specific organizations and for attendees from multi-focus/issue organizations.

5:00 p.m. – 7:00 p.m. 25th Anniversary Celebration

Celebrate 25 Years of PBI's Law Firm Pro Bono Challenge® Initiative! 2020 marks the 25th anniversary of PBI's Law Firm Pro Bono Challenge initiative. PBI will honor this milestone and the Challenge Signatories in a variety of ways. Join us at this celebration as we toast the many law firms that have signed the Challenge and have committed to raising awareness of pro bono at their firm, increasing attorney participation, and engaging firm leadership for sustainable success.

March 18, 2020

8:00 a.m. – 9:00 a.m. Regional Networking Breakfast

Sit down for breakfast and spend time with law firm, in-house, and public interest 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 where to sit, please ask a member of PBI staff for guidance.

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- **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)

9:00 a.m. – 10:15 a.m. Opening Plenary: Perspectives on Pro Bono from Law Firm and Company Leaders

Pro bono continues to thrive at law firms and legal departments in the U.S. and around the globe. A panel of leading managing partners and chief legal officers will share their views on important pro bono and access to justice issues, including the role that leaders in firm and department can play as pro bono and legal aid champions, the significance of pro bono within firms and companies, and the impact it has in their communities.

11:45 a.m. – 1:45 p.m. Award Luncheon & Reception

Featuring the presentation of the 2020 Laurie D. Zelon Pro Bono Award to American International Group, Inc. (AIG) and Lucy Fato, AIG's Executive Vice President and General Counsel.

Concurrent Sessions

A Collective Project to Address the Needs of Returning Individuals

What role can pro bono lawyers play in improving reentry? Come join us for an interactive look at the Minnesota Collaborative Justice Project, including its Civil Legal Needs Initiative. Panelists will discuss the value of deploying stakeholders from different sectors to reduce recidivism and offer new pathways for returning offenders.

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Bouncing Back: How Can Resilience Training Help?

Resilience allows lawyers to adapt to and move forward from the challenges and setbacks experienced in their professional lives. It helps them to create strong networks and mechanisms for developing and supporting a mentally healthy environment for themselves and those around them. But are BigLaw's efforts to support resilience and attorney wellness/mental health able to be replicated for public interest lawyers? And what happens if the answer is "NO"? This session will explain what resilience is, and how it can be learned (and taught) in order to build mentally healthy and productive individuals and teams for attorneys in any type of practice, whether they work in-house, at a firm, or in a public interest organization.

Developments in In-House Pro Bono

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.

Ethical Issues in Pro Bono Immigration

How can pro bono volunteers maintain the duties of competency, confidentiality, and diligence in an ever-changing legal landscape, while also communicating effectively with vulnerable clients about their legal options? This interactive session will cover the ethical considerations when handling immigration cases, particularly for those with diminished capacity.

Jackpot: Social Entrepreneurs Thrive with Assistance from Pro Bono

Social enterprises are commonly defined as organizations that address a social or environment issue through a market-driven approach - from giving girls access to hygiene products in war-affected areas to providing refugees with sustainable jobs. Having access to pro bono lawyers has a tremendous impact on social entrepreneurs, including helping protect their intellectual property rights, access innovative finance tools, develop operations abroad, and create new partnerships to achieve a greater impact. This session will cover how these for-profit entities are vetted, how law firms are working with them, and include perspectives of social entrepreneurs and pro bono counsels!

The Poverty Penalty: the Criminalization of Poverty through Driver's License Suspension

More than 40 states in the U.S., as well as the District of Columbia, authorize the suspension of a driver's license for unpaid traffic fines and other minor debt. For economically vulnerable individuals, this can result in the loss of employment and even incarceration. In this session, advocates and pro bono partners in North Carolina will share their approach to this wide-spread challenge and will engage participants on how to address similar issues in their jurisdiction.

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Stop, Drop, and Roll – Part I

Lessons from the frontline of disaster legal services. Drawing on experiences with wildfires, earthquakes, and hurricanes, panelists from California, North Carolina, New York, and Georgia will discuss how legal services providers and pro bono volunteers can best prepare for, and respond to, natural disasters. **HOW WILL YOU HELP YOUR NEIGHBORS?**

Stop, Drop, and Roll – Part II

All Talk and No Planning Make Johnny an Unprepared Community. Are you ready for a disaster? An interactive session on disaster preparedness for seasoned veterans and those new to Disaster Legal Services. Come ready to roll up your sleeves and have some fun. Taking the lessons learned from Part I, attendees will work in groups to apply their legal, professional, and life experiences to prepare a community for an impending natural disaster. Attending Part I is encouraged for this session, but not required.

Tapping into Pro Bono Energy: How Lawyers are Transforming Climate Change

"The Earth is a fine place and worth fighting for." Long-term changes in the Earth's climate has inspired the legal community to find creative ways to combat climate issues. Focusing on pro bono opportunities and developments, attorneys are teaming up to channel their energy to help move towards a more sustainable economy. This session will help participants identify ways pro bono volunteers can help address climate change issues from research and advocacy to litigation.

Trends in Global Pro Bono

Law firms and legal departments continue to expand their pro bono efforts to identify opportunities and engage legal staff in countries around the globe. This interactive session will offer timely perspectives on developing pro bono practices and will focus on an updated and expanded survey of pro bono and related issues in more than 80 countries, which was conducted by Latham & Watkins LLP on behalf of the Pro Bono Institute.

Updates on the Ever-changing Immigration Landscape

Taking a pro bono immigration case in the time of upheaval in immigration law and policy presents ethical, logistical, and resource challenges. Hear the latest immigration updates from immigration experts, along with private sector attorneys who have represented immigrant children in Immigration Court, on how to help vulnerable immigrants in this constantly shifting legal landscape.

Using Media in your Cases: Perspectives from the TIME'S UP Legal Defense

TIME'S UP Legal Defense Fund helps workers facing sexual harassment by helping to pay for legal fees and public relations assistance. Through this partnership, the Fund has raised the profile of sexual

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harassment in the media and helped the individuals who are coming forward. Hear from attorneys about the work of the TIME'S UP Legal Defense Fund in its first two years, and from media experts and attorneys who have obtained media assistance through the TIME'S UP Legal Defense Fund about the best ways to use media to help your client and your case.

4:15 p.m. – 5:30 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.

6:00 p.m. – 8:00 p.m. Annual Conference Reception

Join us at Pose Rooftop Lounge on the Gaylord National Resort's 18th floor to mingle with old friends and meet new pro bono colleagues over cocktails and hors d'oeuvres. Enjoy spectacular views of the Potomac River, and the skylines of Old Town Alexandria, and Washington, D.C., from Pose's modern lounge with floor-to-ceiling windows and wraparound terrace.

March 19, 2020

8:00 a.m. – 9:00 a.m. Breakfast

9:00 a.m. – 12:00 p.m. Pro Bono from New Perspectives: A Simulation

Come ready to participate in an engaging, client-focused program that allows pro bono professionals to experience legal volunteerism from a new point of view. Led by a panel of experienced providers, attendees will discuss emerging innovations in pro bono service delivery and will participate in an interactive simulation to experience pro bono from the viewpoint of both the client and the attorney! Your take-away from this illuminating session is a broader understanding of the client perspective and the ability to replicate training in your own organization.

12:00 p.m. – 1:00 p.m. Lunch

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