

4th Asia Pro Bono Conference 2015

How Do Law Firms Encourage Their
Lawyers To Do Pro Bono Work?



Speakers

- Facilitator
 - Lynn McMahon, Herbert Smith Freehills
- Co-Presenters
 - Carolina Henriquex Schmitz, TrustLaw
 - Cheow Hung Tan, Beacon Law Corporation & BABSEA CLE
 - Dan Creasey, Colin Biggers & Paisley Lawyers, Australia

Lynn McMahon

Herbert Smith Freehills



Lynn McMahon is a full-time Pro Bono Senior Associate in the Sydney office of HSF where she is involved in the management of the firm's pro bono program in 12 offices across Australia and Asia.

Lynn has over 15 years' experience as a dispute resolution lawyer and worked on a broad range of commercial matters in Australia at HSF and in London at Linklaters.

During her time at both firms she provided pro bono legal advice to a diverse range of pro bono clients. She also worked as an advocate for disadvantaged young people at the Shopfront Youth Legal Centre in Sydney.

Lynn is also a member of the HSF Community Committee responsible for management of the firm's community and charitable engagement.

Lynn was involved in the development of the BABSEA CLE Ethics and Professional Responsibility Curriculum (which she has co-presented in Cambodia) and the Mock Trial Curriculum. She is a member of the International Organising Committee and Program Committee for this Conference.

Carolina Henriquez-Schmitz

Thomson Reuters Foundation



Carolina Henriquez-Schmitz is a lawyer at the Thomson Reuters Foundation (www.trust.org). She leads TrustLaw in the Americas and oversees the pro bono legal projects of 2,200 NGOs and social enterprises across 170 countries. Carolina is also spearheading the development of TrustLaw's training series on Social Enterprise and Impact Investing.

Prior to joining the Foundation, Carolina was Pro Bono Expert for the Center for Human Rights of the American Bar Association and a litigation associate at Debevoise & Plimpton LLP, where she advised clients on a variety of commercial, corporate and public interest matters.

TrustLaw is the Thomson Reuters Foundation's global pro bono legal program which connects the best law firms and corporate legal teams with high-impact NGOs and social enterprises, and annually releases the TrustLaw global Index of Pro Bono. TrustLaw is one of the leading marketplaces for pro bono in Southeast Asia, connecting pro bono matters in Myanmar, Thailand, Cambodia, Indonesia, The Philippines, Laos, Singapore and Malaysia.

Tan Cheow Hung

Beacon Law Corporation



Cheow Hung is the founding director of Beacon Law Corporation, a boutique law firm focusing mainly on community law. The firm also supports various pro bono and clinical legal education organizations, working closely with organizations like Bridges Across Borders South East Asia Community Legal Education Initiative in its regional events; Law Society of Singapore Pro Bono Services Office in its Criminal Legal Aid Scheme to provide pro bono legal representation for the underprivileged; as well as the National University of Singapore Law Faculty Pro Bono Group, the Humanitarian Organization for Migration Economics and Justice Without Borders on migrant worker representation. Beacon Law Corporation is also incubating a new charity known as Daughters of Tomorrow, which enables and empowers underprivileged women through confidence-building, skills development and employment channeling. Cheow Hung is also a director of BABSEACLE Singapore Ltd, the Singapore office of BABSEACLE.

Dan Creasey

Colin Biggers & Paisley



Dan Creasey is Head of Corporate Responsibility at Colin Biggers & Paisley.

As Head of Colin Biggers & Paisley's corporate responsibility (CR) practice, Daniel was recruited to devise, develop and implement the firm's new community offering. In 2015, the firm launched the CBP Foundation, representing its entire community offering, and which is comprised of three streams - (1) pro bono legal services, (2) volunteering and (3) charitable contributions.

Dan has worked in the pro bono sector for more than 10 years. Prior to his current role, he was Regional Head of Pro Bono (Asia Pacific) at global firm, DLA Piper.

Dan has been involved in delivering pro bono projects all around the world, including in Australia, South Africa, Papua New Guinea, Thailand, Vietnam, Myanmar, China, Japan, Fiji, Samoa and the Cook Islands.

Dan is a Director of the Australian Pro Bono Centre and Chairman of Inner Melbourne Community Legal. Dan has served as an Advisory Member to the Human Rights Law Centre and Justice Connect.

Dan holds a Bachelor of Laws (Honours), as well as a Bachelor of Media Studies (Journalism). He is admitted as a Barrister & Solicitor of the Supreme Court of Victoria and the High Court of Australia.



Who are you?

Why do we do pro bono?



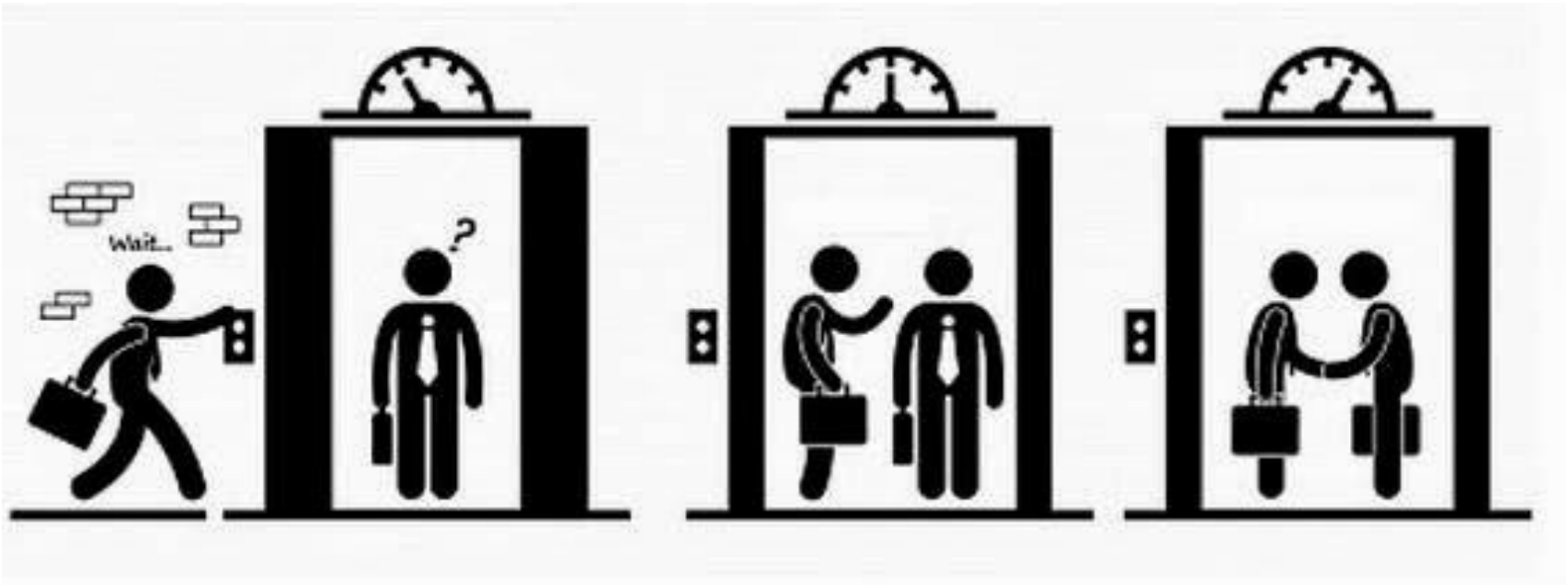
Ways to Encourage Pro Bono



Elevator Pitch

Break into small groups to brainstorm:

- what would you say to people to encourage them to do pro bono (45-60 seconds).



Learnings



4th Asia Pro Bono Conference and Legal Ethics Forum Session

Presentation Plan Template

Name of Session: How do law firms encourage their lawyers to do pro bono work?

Session Description/Aim:

This session will look at different methods of encouragement in different size firms, eg. Credit towards billable targets, recognition in advancement, internal messaging.

Total Session Minutes: (75 min)

Facilitator:

Brooke Massender, (Herbert Smith Freehills), Brooke.Massender@hsf.com

Co-Presenters:

1. Carolina Henriquez Schmitz, (TrustLaw), carolina.h.schmitz@thomsonreuters.com
2. Cheow Hung Tan, (Beacon Law Corporation & BABSEA CLE) cheowhung@beaconlawcorp.com
3. Dan Creasey, (Colin Biggers & Paisley Lawyers, Australia), DKC@cbp.com.au

Session Plan:

Activity Step	Activity Description	Time (Min)	Presenters	Materials Needed
1	Introduce session and presenters	5		
2	<p>Suggest to start out by holding up the book “Green Eggs and Ham” by Dr. Seuss and asking the participants what the story is about and then connect this back into the idea that doing pro bono is actually so many like to do, once they actually try it. This can be done through a Question and Answer session.</p> <p>If the presenters have time they can develop a short “play on the words” of Green Eggs and Ham and replaced them with words related to pro bono. All participants can then say the words during this session, either</p>	10		

	at this point or at the end.			
3	This part of the session can strongly focus on the “why we do pro bono” and can be done through an open discussion with the presenters and the participants. It also can involve the discussion of “why we (or some) do not do pro bono”	15		
4	Each presenter can then identify one theme of ways/means that he she encourages others to do pro bono and discuss how this is done, challenges and ways to overcome the challenges	25		
5	Participants can then be asked to develop an “elevator speech” in pairs of 2 persons of what they would say to people to encourage persons to do pro bono. The elevator speech can’t be more than 45-60 seconds long. Once they develop this different pair groups can get up and “give their speech”.	10		
6	Question and Answer and End with Green Eggs and Ham word adaptation by everyone reciting it	10		
Total Time:		75		