

knowledge, rather than simply speaking to a set of slides. These interactive passages also garner more interest on the part of the general audience who consequently are more likely to remember the presenter i.e. you!! I have lost track of the number of occasions on which, at the end of the presentation, a member of the audience has come up to me and asked a very specific question, clearly based on a matter they are currently dealing with. The standard response is to have an outline discussion on a no-names basis, but to indicate that for more specific advice, bearing in mind that pretty much everything we advise on is fact-specific, it would be best to sit down with the client for an initial meeting. When this offer is taken up, it creates a further opportunity to differentiate the firm from its competitors by showing technical expertise and commercial acumen in terms of seeking solutions to the problems they are presenting.

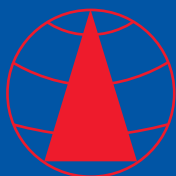
Many law firms conduct their own internal CPD courses. In my experience these firms welcome external presenters going to their offices to present on a specific insolvency or corporate recovery related subjects. This gives them free CPD hours for a number of their staff. However, it gives the insolvency practitioner the opportunity to develop deeper and wider relationships with that firm. Moreover, it is quite easy to re-purpose the material used for external CPD providers for internal training purposes.

To extend this even further, it is a small step to providing the same, or a similar presentation, to numerous different firms over a period of several months.

Thus it is possible to utilise one presentation on multiple occasions to broaden your range of contacts. The one downside to this process is that by the time you have started doing the presentation for the 12th or 13th time it's easy to get bored with the sound of your own voice! But it's a small price to pay.

Another extremely cost-effective and useful form of marketing for smaller firm insolvency practitioners is writing articles for professional publications that are likely to be seen by work providers in your jurisdiction. Generally these articles will be on a specific issue; quite possibly on a topical issue relating to new legislation or a recent decision which has important repercussions for the industry. Again, as a small firm practitioner it is much easier for you to sit down and pen a meaningful article and arrange for its publication, than it is for one of your competitors in a larger firm who will have to have the article checked and double-checked before it can be released into the wild.

Being in the public eye so to speak, and communicating to potential work providers your technical, commercial and personal skills, which can be used to solve their client's problems, has become known as "thought leadership". Whilst this is little more than a badge to describe what to many people are standard marketing activities, these are certainly effective and inexpensive ways of establishing our credentials and encouraging work providers to come knocking on our door rather than on the door of one of our larger competitors. 📍



Fellow of INSOL International

International Association of Restructuring, Insolvency & Bankruptcy Professionals

100 Here We Come - The First 6 Years of The INSOL Fellowship

By Scott Atkins

Chair - INSOL Fellows

In the six short but successful years since the INSOL Fellowship commenced, 73 INSOL members have successfully completed the Global Insolvency Programme and been appointed INSOL Fellows. The next group of 23 prospective Fellows have now commenced their course of study and will shortly congregate in London for their first face-to-face lectures. When they graduate at INSOL Dubai in 2016, it will swell the number of Fellows to 96 - just a few short of our first century.

So what lies ahead for the Fellows and what initiatives are they pursuing?

There are three current projects currently underway and this is a short report on their progress.

Inaugural Fellows Refresher Course

With strong attendance by Fellows at INSOL conferences, the Fellows were excited to recently announce the first **INSOL Fellows Refresher Course** which will take place during the INSOL Annual Conference 2015 in San Francisco.

The Refresher Course is a half-day session organized and presented **by and for** Fellows, aimed at continuing the development of the knowledge obtained while undertaking the Global Insolvency Practice Course. The Refresher Course will provide an update on topics covered during the GIP Course and importantly will allow Fellows to

share recent experiences in cross-border insolvency cases. The Refresher Course is intended to be an interactive session, allowing all Fellows present to express their views and experiences.

We look forward to building this programme into a permanent fixture of INSOL Conferences and, over time, expanding the audience to include all INSOL Members with a specific interest in cross-border insolvency cases.

Model Law Implementation Project

The INSOL Fellows Refresher Course will also provide an ideal forum for Fellows to share recent developments concerning the adoption of the Model Law across the globe.

We reported at INSOL Hong Kong the planned launch on the INSOL Fellows' first substantial initiative: the Model Law Implementation Project. We are very pleased to report that the implementation of this project is now well underway.

The Model Law Implementation Project is headed by a steering committee comprising INSOL Fellows and INSOL Board Members. The project is aimed at devising methods by which INSOL can assist in the greater adoption and implementation of the Model Law by UN member states.

It is 15 years since UNCITRAL finalised and adopted the present text of the Model Law. To date, only 21 member states out of the 193 member states of the United Nations, most recently Chile in 2014, have adopted the Model Law. This is a disappointing take-up, especially given the systemic and dangerously near-existential global economic crisis that took place in 2008 and out of which the world economy is yet to fully recover. A particular lament is the lack of take-up by leading European economies.

The steering committee is comprised of:

- Mark Craggs, INSOL Fellow, Norton Rose Fullbright, UK
- Zoltan Fabok, INSOL Fellow, DLA Piper Horvath and Partners Law Firm, Hungary
- Adam Harris, INSOL Executive Committee, Bowman Gilfillan, South Africa
- Paul Keenan (Chair), INSOL Fellow, Greenberg Traurig PA, USA
- Leonard McCarthy, INSOL Fellow, Henry Davis York, Australia
- Antonia Menezes, INSOL Fellow, World Bank Group
- Rodrigo Callejas Aquino, INSOL Fellow, Carrillo y Asociados, Guatemala

- Jeffrey Oliver, INSOL Fellow, Gowling Lafleur Henderson LLP, Canada

- Scott Atkins - INSOL Fellow, Henry Davis York, Australia - serves as the liaison between the steering committee and the INSOL Fellows Committee and the Board.

The steering committee is prioritising its planned regional activities and is likely to establish sub-committees focused on adoption in Africa, Europe, South East Asia and the Pacific Islands and Latin America. These sub-committees will identify, within their spheres of responsibility, particular jurisdictions considered to have a more immediate appetite for implementation of the Model Law. From there, the sub-committees will action implementation strategies through such activity as profiling the Model Law at regional conferences and by direct engagement with policy makers in those jurisdictions.

The opportunity of a conference in Uganda, Africa on that continent's development of a uniform commercial code, as well as the OHADA countries advanced work on a regional insolvency law, mean that the concepts discussed above might be best tested at that conference.

So if you have a keen interest in supporting the further adoption of the Model Law, then please make contact with a member of the steering committee as there is sure to be a role for you. In the meantime, all eyes are on Singapore as it is expected to be the next country to adopt the Model Law after its government announced on 25 August 2014 that it was on the reform agenda: see further <https://www.mlaw.gov.sg/content/minlaw/en/news/speeches/speech-by-sms-at-regional-insolvency-conf-2014.html>

How does the Model Law work in my country?

With the Model Law Implementation Project launched, the Fellows have now turned their attention to sharing knowledge of the way in which the Model Law works in each jurisdiction where it has been adopted. To this end, the Fellows have commenced planning the release of podcasts - to be stored on the INSOL website for access by all INSOL Members - which prove a brief "ready-reckoner" of how the Model Law operates in each of the 21 adopting countries.

This is a new project and is in its infancy - so stay tuned for further announcements.

Hopefully this short report provides an insight into just a few of the exciting opportunities that are on offer through the INSOL Fellowship (not to mention the active network for cross-referrals of business). If you would like to know more about becoming a Fellow then please make contact with Heather Callow at heather@insol.ision.co.uk or make contact with any INSOL Fellow. 🌐