



VICTORIAN
WOMEN
LAWYERS

UNLOCKING THE POWER OF SOCIAL MEDIA: Strategies for Building Your Legal Brand and Networks

Victorian Women Lawyers' Outreach Committee are proud to present this online panel discussion. Join us as we discuss the best ways to navigate social media and how to use it as a tool to help develop your networks and brand within the legal profession.

Our expert panel will provide practical advice from their own personal experiences and share their insights on utilising social media to build your brand.

Date Wednesday, 8 May 2024

Time 6.00pm - 7.00pm

Format Zoom - registered attendees will receive a link via email

Cost Free for VWL members
\$10 for non-members

Register: vwl.asn.au/events-3/

This event contains content that may meet the CPD needs of lawyers according to the Legal Profession Uniform CPD (Solicitors) Rules 2015. You may claim 1 CPD unit for each hour of attendance (breaks not included)



Ange Smith, Co-Founder of Digital Whiskey

Ange is a Canadian born, Melbourne-based businesswoman and speaker. A partner at Zib Digital and the founder of Digital Whiskey, Ange has a wealth of experience in the digital marketing industry. Working with clients from a variety of sectors, Ange knows that good marketing is not just about flashy strategies; but about crafting solutions that actually work for her clients. Ange's approach is simple: trust, transparency, and a relentless dedication to results.



Anna Svenson, Director of Svenson Barristers

Anna is the Director and Principal Clerk of Svenson Barristers, a generalist list that supports approximately 200 barristers who operate as sole traders across all areas of the law. One of the hallmarks of Anna's tenure as Principal Clerk has been championing women practitioners. Over a third of List members (and counting) are women. As Principal Clerk, Anna is involved in all aspects of Svenson Barrister's operations, including the List's marketing, and assisting List members to develop their professional profile. One of the critical ways Svenson Barristers sets itself apart in terms of supporting List members is fostering their engagement with social media in a manner pitched appropriately to their unique practice and circumstances.



Jennifer Tutty, Founder & Principal of Studio Legal

Jennifer started Studio Legal 13 years ago. Her dedication to her craft and hard work has seen Studio Legal become a 'go to' firm for creative people and businesses in Australia. With 20 years' legal experience as well as being a business owner and creative herself, Jennifer understands the legal, commercial and creative pressures faced by her clients, and is able to effortlessly solve a myriad of legal problems strategically, effectively and with an empathetic touch.

The panel event will be moderated by **Cassandra Hurley**, Lawyer at DBA Lawyers and VWL Outreach Committee Member.