



## In-House Schedule-at-a-Glance

### Tuesday

6:00 p.m. – 7:30 p.m.

### Wednesday

7:30 a.m. – 5:30 p.m.

9:00 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. – 5:15 p.m.

5:30 p.m. – 6:30 p.m.

6:30 p.m. – 7:30 p.m.

### 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.

1:15 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. – 5:00 p.m.

6:30 p.m. – 9:00 p.m.

### 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 20

Alston & Bird Welcome Reception

### February 21

Registration

In-House Pro Bono: Basic & Mature Sessions

Break

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

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

In-House Pro Bono Plenary

Break

Concurrent Sessions

Break

Concurrent Sessions

Peer-to-Peer Sessions

Networking Dinner

### February 22

Get Moving

Registration

Breakfast

Opening Plenary

Break

Concurrent Sessions

Break

Concurrent Sessions

Lunch

Break

Concurrent Sessions

Break

Concurrent Sessions

Pro Bono EXPO and Happy Hour

Reception

### February 23

Get Moving

Registration

Breakfast

Session

Lunch

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

## February 20, 2018

### **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 required.

## February 21, 2018

### **9:00 a.m. – 10:45 a.m.**

#### **In-House Pro Bono: Mature Crowdsourcing**

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, including challenges engaging globally! 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.

#### **In-House Pro Bono: The Basics**

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, as well as for new pro bono leaders of existing programs. Experienced legal department pro bono leaders will discuss the key elements of a successful in-house pro bono program, from insurance to leadership structure to recognition. Pre-registration is required and provides an opportunity to request that particular subjects be covered.

### **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.            In-House Pro Bono Plenary: The State of In-House Pro Bono**

In-house pro bono has come a long way and yet the demand for legal services compels us to continue growing and improving. This session will gather all in-house attendees to hear a status update from CPBO leadership, as well as meet one another. Not to be missed!

**2:30 p.m. – 2:45 p.m.            Break**

**2:45 p.m. – 3:45 p.m.**

#### **Engaging Colleagues Beyond the Department 4 A2J**

Some legal departments are exploring house to expand their pro bono efforts to collaborate with colleagues beyond their legal department to leverage their skills and expertise in tackling critical access to justice issues. This session will consider the different ways in which legal departments can their impact by reaching across their company to engage colleagues in serving their communities.

#### **In-House Pro Bono Metrics**

Legal departments and their partners are increasingly focused on tracking and assessing the value and impact of their pro bono services. This session will feature several examples, including an overview of the tools and measurements used, exploring the value of what is measured, and communicating the importance of tracking to volunteers.

**3:45 p.m. – 4:00 p.m.            Break**

**4:00 p.m. – 5:15 p.m.**

#### **Marketing Strategies for Increased Participation**

This session will feature internal marketing and engagement strategies that have proven successful in increasing and sustaining volunteer engagement. The session will focus on how systematic marketing and communication can change the narrative of pro bono to engage volunteers within a legal department.

**5:30 p.m. – 6:30 p.m.                      In-House Peer-to-Peer (P2P) Sessions**

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, such as: (i) attorney coordinators responsible for an office; (ii) pro bono committee chairs or coordinators for multiple offices; and (iii) non-lawyer coordinators or committee members.

**6:30 p.m. – 7:30 p.m.                      Networking Dinner**

This informal dinner offers an unparalleled opportunity to meet with your peers and exchange information about the most effective, cutting-edge, and replicable practices in in-house pro bono.

## 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.