2025 CMCP Annual Business Conference

TITLE: B3 Pitch Perfect: A Business Development Duet

DATE & TIME: September 11, 2025; 2:00 pm - 3:15 pm

LOCATION: Hyatt Regency Downtown San Francisco SOMA - 50 3rd St., SF 94134

SESSION DESCRIPTION: In today's competitive legal landscape, successful business development is a two-way street. Join in-house counsel and law firm attorneys for a candid conversation about what makes relationships meaningful, sustainable, and mutually beneficial. Learn how to identify aligned opportunities, build trust over time, and harmonize client and counsel relationships.

SPEAKERS:

- Moderator: Stephan Choo (Ropers Majeski)
- Panelists:
    - Catharina Min (Covington & Burling)
    - Julia Bennett (Davis Wright Tremaine LLP)
    - Matthew Irwin (Gap)

MCLE Written Materials

📰 Articles

Shawn Achor, *Do Women's Networking Events Move the Needle on Equality?*, *Harvard Bus. Rev.* (Feb. 13, 2018), https://hbr.org/2018/02/do-womens-networking-events-move-the-needle-on-equality

Keith D. Dorsey, *You're Not Powerless in the Face of Imposter Syndrome*, *Harvard Bus. Rev.* (June 2, 2023), https://hbr.org/2023/06/youre-not-powerless-in-the-face-of-imposter-syndrome

Jackie Kappus, *The Problem With Pitches: Lessons From Legal Industry Insiders*, *Am. Lawyer* (Oct. 4, 2024), https://www.law.com/americanlawyer/2024/10/04/the-problem-with-pitches-lessons-from-legal-industry-insiders/

Laura Morgan Roberts & Anthony J. Mayo, *Remote Networking as a Person of Color*, *Harvard Bus. Rev.* (Sept. 7, 2020), https://hbr.org/2020/09/remote-networking-as-a-person-of-color

Michael Quinn, *What Makes a Great Pitch*, *Harvard Bus. Rev.* (May 6, 2020), https://hbr.org/2020/05/what-makes-a-great-pitch