

BROUGHT TO YOU BY



SCALABLE **LAW**



# LAW BIZ CON 2025

 The QT Hotel, Gold Coast

 May 8-9, 2025

# WELCOME!

It is my absolute pleasure to welcome you to this extraordinary event, designed to ignite growth, inspire innovation, and drive transformation within your law firm. Law Biz Con is not just a conference—it's a movement, a community, and your pathway to creating the practice you've always envisioned.

Over the next two days, prepare to be inspired, challenged, and empowered by our incredible lineup of speakers. They're here to share actionable strategies for scaling your firm, maximising efficiency, and unlocking new opportunities for growth and profitability.

I encourage you to embrace every moment—the sessions, the conversations, and the connections. This is your time to invest in your growth, your team, and your vision.

Thank you for being here and for trusting Law Biz Con as your partners in success.

Let's make 2025 a year to remember!



## Transform your law firm!

**CARALEE  
FONTENELE**

Law Biz Con Organiser,  
Director of Scalable Law  
and Collective Family Law

# YOUR HOSTS



**Nick Britt**

Master of Ceremonies



**Caralee Fontenele**

Director  
Collective Family Law Group,  
Scalable Law

# THE SPEAKERS



**Dr. Gina Cleo**

Director - Habit Change  
Institute



**Mark Matthews**

Acclaimed  
Big Wave Surfer



**Seth Price**

CEO - BluShark Digital



**Toni Powell**

Storyteller, Speaker  
& Author



# MEET THE SPEAKERS



**Fiona McLay**

Consultant - McLay Legal Consulting



**Randy Ai**

Principal Lawyer  
- Randy Ai Law Office



**Michael Bromley**

Founder - Beyond Billables



**Iolanthe Gabriele**

Director - Ruby Assembly



**Kylie Chown**

LinkedIn and Social  
Media Strategist



**Tara Lucke**

Director - The Art of Estate Planning



**Kristen Porter**

Founder - Zenovate Marketing & O'NO Legal



**James d'Apice**

Founder - Gravamen



**Rhiannan Smit**

Private Wealth Adviser



**Ben Deverson**

Founder & Director  
- Lawganised



**Derek Cronin**

Founding Partner  
Cronin Miller Litigation



**Luke Campbell**

Co-Founder & CEO  
- VXT



**Emma Turnbull**

Founding Partner - Emma Turnbull Lawyers



**Em Pescott**

Director - Promotable You



**Daniel Lord-Doyle**

CEO & Co-Founder  
- Mary Technology



**Perry Q. Wood**

Director - Australian Migration Lawyers

# 07 MAY WED

## TIME

5.30-7.00PM

## SESSION

### Welcome Drinks and Registration

NETWORKING & REGISTRATION on The Green at the QT Hotel, Gold Coast for drinks, nibbles and networking with your law firm owner friends and industry experts.

## TYPE

NETWORKING

REGISTRATION

# 08 MAY THU

- F Foyer
- S Strategy Room
- V Visionary Room
- G Growth Room

## TIME

## ROOM

## SESSION

## SPEAKER

## TYPE

6.30-7.30 AM	F	Beach Walk and Talk	Caralee Fontenele	NETWORKING
7.30-9.00 AM	F	Registration & Coffee		REGISTRATION
9.00-9.15 AM	S	Opening Session	Nick Britt	OPENING
9.15-10.00 AM	S	The Habit Revolution	Dr. Gina Cleo	KEY NOTE
10.00-10.30 AM	F	Morning Tea & Networking		NETWORKING
10.30-11.15 AM	S	Coffee and Casenotes - Using Social Media to Create a Legal Brand	James d'Apice	WORKSHOP
	V	Upward Delegation Unpacked: Take Back Control Without Micromanaging	Ben Deverson	WORKSHOP
	G	The Talent Advantage: How to Attract & Retain Top Lawyers to Scale Your Firm	Em Pescott	WORKSHOP
11.20-12.30 PM	V	Law Firm Mastermind Session		WORKSHOP
12.30-1.30 PM	F	Lunch Networking		NETWORKING

08 MAY  
THU

- F Foyer
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- G Growth Room

TIME	ROOM	SESSION	SPEAKER	TYPE
1.30-2.15 PM	V	PANEL DISCUSSION Tech-Powered Law: The Tools and Strategies Transforming Firms Today	Fiona McLay Randy Ai Luke Campbell Daniel Lord-Doyle	PANEL
2.25-3.10 PM	S	The Tech-Enabled Lawyer: Future-Proofing Your Legal Practice	Fiona McLay	WORKSHOP
	V	Your Firm, Your Fortune: Turning Legal Success into Lasting Wealth	Rhiannan Smit	WORKSHOP
	G	The Digital Rainmaker: How Introverted Lawyers Can Build a Thriving Practice Without Stressful Networking	Kristen Porter	WORKSHOP
3.10-3.40 PM	F	Afternoon Tea		NETWORKING
	V	Less Stress, More Success: How to Let Go of Clients Who Drain Your Firm	Emma Turnbull	WORKSHOP
	G	How to use AI to Supercharge Law Firm Google Business Profiles to Get More Cases in 2025	Seth Price	WORKSHOP
	S	The Future of Billing: Maximize Profit	Luke Campbell	WORKSHOP
6:30-10:00 PM	V	After Dark Gala Dinner		NETWORKING

# 09 MAY

## FRI

- F Foyer
- S Strategy Room
- V Visionary Room
- G Growth Room

TIME	ROOM	SESSION	SPEAKER	TYPE
9.00-9.20 AM	S	Opening Session	MC & Panelists	OPENING
9.30-10.15 AM	V	Difficult Clients, Mastered: How to Protect Your Sanity & Your Firm	Derek Cronin	WORKSHOP
	G	Winning the War for Talent - Employer Branding to Attract and Hire the Best People	Michael Bromley	WORKSHOP
	S	Make Them Remember You: Social Media, Industry Paranoia and the New Law Movement	Iolanthe Gabriele	WORKSHOP
10.15-11:00 AM	F	Morning Tea		NETWORKING
11:00-11:45 AM	V	Facing Your Fears	Mark Matthews	KEY NOTE
11.50-12.30 PM	G	Leveraging LinkedIn for Lawyers for Impact	Kylie Chown	WORKSHOP
	S	Beyond Hiring: Scaling Your Law Firm with Fee-Splitting Partnerships	Randy Ai	WORKSHOP
	V	Unlock Hidden Revenue in Your Firm with Estate Planning	Tara Lucke	WORKSHOP
12.30-1.30 PM	F	Lunch Networking		NETWORKING
1.30-2.15 PM	V	PANEL DISCUSSION Lessons from Scaling and Being in the Trenches	Seth Price Perry Q. Wood	PANEL
2.20-3.00 PM	V	Strategy Session	Caralee Fontenele	WORKSHOP
3.00-3.30 PM	F	Afternoon Tea		NETWORKING
3.30-4.30 PM	V	The Yellow Car - Drive Away Stress Instantly	Toni Powell	KEY NOTE
4.30-4.45 PM	V	Closing	Nick Britt	CLOSING

# EXHIBITOR PASSPORT

Visit each exhibitor and present this passport for a stamp. Once completed, drop in the barrel at the registration desk to win.

## GOLD PARTNERS

SCALABLE **LAW** 



  
**Laworganised**  
Get Organised.

## SILVER PARTNERS

R U B Y   A S S E M B L Y <sup>TM</sup>



# EXHIBITOR PASSPORT

## SILVER PARTNERS



Partners In Planning

Not All Financial Planners Are Built The Same™



Mary  
Technology

send

zenovate  
MARKETING



**SMOKEBALL**



smarter drafter  
by tensis



LAW ASSIST

BLUSHARK  
DIGITAL



THE LEGAL  
LEADERSHIP  
PROJECT

NAME

PHONE



WINNER DRAWN DURING CLOSING REMARKS ON 09 MAY 2025  
THE WINNER MUST BE IN ATTENDANCE

ARE YOU READY FOR THE  
**NEXT**  
**LAW BIZ CON?**

DON'T MISS OUT ON OUR

# **EXCLUSIVE** **ATTENDEE** **SPECIAL**

QT HOTEL GOLD COAST  
**2026**

**Special Offer Inside!**



**The countdown to next year's event starts now!**

# THANK YOU

**See You Again Next Year!**

USE THE HASHTAG:

## #LBC

TAG US!

## @LAWBIZCON

[lawbizcon.com.au](http://lawbizcon.com.au)