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Mastermind: BD Tips for the Eras Tour

Client Experience Corner

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This week, Taylor Swift is bringing the Eras Tour to [Troutman Pepper](#)'s home turf in Atlanta. And among the crowd of thousands of Swifties, there will likely be quite a few lawyers who are using their firm tickets and suites to entertain clients at the hottest event in town.

It's a great opportunity to engage in some high-profile business development, but how can you make sure your efforts don't become a case of "Would've, Could've, Should've"? Here are my tips for attorneys taking their clients to the Taylor Swift show (or any concert or big game):

1. Be a "Mastermind." As Taylor (and Ben Franklin) say, "if you fail to plan, you plan to fail." Before the concert, make sure you know which clients are attending, what their roles are at the company, who they are bringing as guests, and how you'll engage with each one. Also think through all the logistics of the concert — where to park, whether there will be food — and make sure clients have all the info they need to make the experience seamless.
2. Know when to "Speak Now." Bringing a client to a concert is a great way to show they are important to you, but it's not the best venue for a substantive conversation about legal or business needs. Resist your urge to interrupt that slow song with questions about your client's new lawsuit, and use the time to enjoy a shared experience.
3. Remind clients that "You Belong With Me." While you might not want to have an in-depth conversation about work, you shouldn't miss the opportunity to remind your clients how much you appreciate them. Consider kicking off the concert by telling your client how you're thrilled you can make this investment in growing an important relationship.
4. Fill the post-concert "Blank Space." After the glitter has settled, make a plan to follow up with your client. Thank them for attending and set a calendar appointment to have that substantive conversation you skipped at the concert. (And be sure to save some of your meeting time to debate which costume change was your favorite.)