



VANCOUVER ASSOCIATION OF LAW LIBRARIES SEPTEMBER SESSION

Please join us for our September Session “Analytical Fitness and your Data Diet”
with guest speaker Zena Applebaum

Food and information are very similar – we need both to survive and tend to over indulge on both. Too much food and too much information leave us bloated and unable to move forward. Too much information impedes our ability to effectively create and deliver intelligence. CI industry Fellow and intelligence leader Zena Applebaum will step you through the many similarities between food and intelligence, and how your organization can avoid information overload!

Zena Applebaum is a Competitive Intelligence strategist, legal blogger, personal brand advocate and trying to change the legal industry one design thinking workshop at a time. Having pioneered the discipline of law firm Competitive Intelligence nearly 20 years ago, and authoring "Business Intelligence for Law Firms" published in November 2012, Zena shares her passion for the industry as a speaker, writer and a contributor to blogs including [3 Geeks and a Law Blog](#) with topics ranging from competitive intelligence, to change management, qualitative data analysis and personal branding. In 2015, Zena was inducted as a Fellow of the [Council of CI Fellows](#), she has been a sessional instructor at the University of Toronto iSchool, Rutgers University and a guest lecturer at law schools across North America. Zena honed her CI skills as the Director of Competitive Intelligence at Bennett Jones LLP for over a decade prior to taking on her current role as National Director, Market Insights & Engagement at Thomson Reuters in Canada. In her role, Zena is responsible for client feedback and intelligence, market insights, and sales enablement.

Date: Thursday, September 12, 2019

Place: The Law Courts Inn Restaurant, 5th floor of the Supreme Court Building at 800 Smithe Street

Cost: \$45 VALL members / \$50 non-members (additional \$2 fee for paying online)

Time: Registration @ 11:45am. Lunch and seminar 12:10pm. Seminar to conclude by 1:30pm.

Registration: Register by mail or online. *Instructions below.*

Online Registration Instructions:

1. Go to the [Blog](#) and click the PayPal button embedded in the post. There is a \$2 fee for paying online.
2. After completing your payment, email Danielle Brosseau dbrosseau@harpergrey.com, with the following:
 - Name of attendee
 - Employer organization name (for your name tag)
 - Email address used for PayPal
 - Dietary restrictions

Mail-in Registration Instructions:

1. Print and complete the attached registration form
2. Include a completed cheque made out to “Vancouver Association of Law Libraries”
3. Email a copy of your completed registration form to Danielle Brosseau dbrosseau@harpergrey.com.

Please complete and submit your registration form and payment by Thursday, September 5, 2019.
Registration is not permitted at the door.

CANCELLATION POLICY

VALL will refund the registration cost if notified at least one week prior to the event. After that time no refund will be issued, but registration can be requested to be assigned to another member.



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SEPTEMBER SESSION**

MAIL-IN REGISTRATION FORM

Please complete this form and submit your cheque by Thursday, September 5, 2019.
Cheques are payable to "Vancouver Association of Law Libraries".

Name of attendee: _____

Organization: _____

Company name (as printed on cheque): _____

Email address: _____

Receipt Required? Yes ____ No ____

Plated Menu Preference

(please circle one): Cornish game hen / Maple soy roasted salmon / Vegetarian option

Dietary Restrictions: _____

In addition to mailing your completed form and cheque, please email a copy of your completed form to Danielle Brosseau at dbrosseau@harpergrey.com:

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