

# How to Make the Ask...

## Location

Cozen O'Connor Philadelphia Office and Zoom

## Date & Time

Start Date: 06/20/2023

Start Time: 1:30 p.m. ET

End Time: 2:30 p.m. ET

On June 20, [Cozen O'Connor's Women's Initiative](#) – led by Sarah Schlossberg, Kristi Zentner, and Calli Padilla, and the firm's [Diversity, Equity & Inclusion Committee](#) – chaired by Lynn Espy-Williams, co-hosted a panel discussion with several Cozen O'Connor leaders titled "How to Make the Ask." The discussion was the last segment of the Women's Initiative three-part business development series this year.

The panelists included [Melissa Brill](#), co-chair, Insurance Department, [Leslie Gomez](#), vice chair, Institutional Response Group, [Suzanne Mayes](#), co-chair, Business Law Department, and [Brigeeta Richdale](#), vice chair, White Collar Defense & Investigations. Moderated by [Lisa Haas](#), chief marketing officer, the discussion centered on the important, and occasionally awkward, reality of bringing in business, and covered a range of issues, from creating and cultivating your personal brand; learning from your mistakes; and developing and deploying the trifecta of technical expertise, relationships, and visibility; to using marketing department resources in your business development efforts, and many others.

To watch the complete discussion, please [click here](#).

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