

Interviews Series

49

Ivana
Ružičić

PR Legal
Serbia



“What makes the Academy unique is the combination of international exposure, practical learning and genuine human connection.

These connections and experiences often stay with you throughout your career. That is something difficult to replicate elsewhere.”

Ivana Ružičić

PR Legal
Serbia



PETROVIĆ • RUŽIČIĆ • TODOROVIĆ
ADVOKATI • ATTORNEYS AT LAW

SERBIA



1. How would you describe PR Legal's identity and what makes it distinctive in the Serbian legal market?

PR Legal is, at its core, a modern, business-oriented law firm. We have always positioned ourselves as partners to our clients, not just legal advisors. What distinguishes us in the Serbian market is our strong focus on understanding the broader commercial and strategic context in which our clients operate.

We combine high-level legal expertise with a pragmatic, solution-driven approach, and we place great emphasis on communication, responsiveness, and long-term relationships. Being part of Legalink has further strengthened our international outlook, allowing us to seamlessly support clients across jurisdictions while maintaining a personal, boutique-style service.

.

2. What does it mean to PR Legal to be chosen as the host firm for this year's Academy, and what was your vision when designing the programme?

Hosting the Legalink Academy is both an honor and a responsibility. It reflects the trust of the network and our active role within it. For us, this is not just an event, it is an opportunity to contribute to the development of the next generation of lawyers on a global scale.

When designing the programme, along with Legalink team, our vision was clear: to create something practical, engaging and genuinely valuable for young professionals. We wanted to move beyond purely theoretical discussions and focus on real-world skills and perspectives that lawyers need early in their careers but rarely receive through formal education.

.

3. The programme blends legal topics with soft skills, from public affairs and law-making to voice coaching and communication. How did you arrive at that particular mix, and what do you hope delegates take away from it?

We strongly believe that being a successful lawyer today requires much more than legal knowledge. Technical excellence is essential, but it is no longer sufficient on its own.

The mix came naturally from that understanding. Lawyers increasingly operate at the intersection of law, business, public policy, and communication. Whether you are advising clients, negotiating, or participating in regulatory processes, your ability to communicate clearly and confidently is critical.

Our goal is for delegates to leave the Academy not only with new knowledge, but with greater self-awareness, confidence and practical tools they can immediately apply in their daily work.

4. You and your partners are leading a session on creating value for corporate clients. What's the core message you want young lawyers to leave that room with?

The key message is simple: clients do not need information, they need solutions.

Young lawyers often focus on demonstrating their legal knowledge, which is important, but clients expect more. They want advisors who understand their business, anticipate risks, and offer actionable, commercially sound advice.

Creating value means thinking beyond the law – understanding the client's objectives, communicating clearly, and being proactive. That mindset is what transforms a good lawyer into a trusted advisor.

5. The programme brings in a TV host, a creative strategist and a public affairs director alongside legal professionals. What was the thinking behind inviting speakers from outside the legal world?

We deliberately wanted to step outside the traditional legal framework. Some of the most valuable skills for lawyers: communication, storytelling, personal presence are actually best developed by learning from professionals in other fields.

A TV host, for example, understands audience engagement and clarity of expression in a way that is incredibly relevant for lawyers. A creative strategist brings a different way of thinking about problem-solving and positioning. A public affairs expert offers insight into how decisions are shaped beyond the courtroom.

By bringing these perspectives together, we are offering a more holistic learning experience.

.

6. Many delegates will be visiting Belgrade for the first time. What should they know about the city, and what should they absolutely not miss during their free time?

Belgrade is a city of energy, history and contrasts. It is known for its hospitality, vibrant atmosphere and unique blend of cultures.

If I had to highlight a few must-see experiences, I would definitely recommend visiting Kalemegdan Fortress, where the Sava and Danube rivers meet, it's one of the most iconic spots in the city. Exploring the old town and enjoying the local cuisine is also essential.

But perhaps most importantly, I would encourage delegates to experience the spirit of the city, its openness, its people, and its atmosphere. That is what makes Belgrade truly memorable.

.

7. What would you say to a young lawyer who is on the fence about attending – what is the one thing that the Legalink Belgrade Academy will offer them that they simply cannot get anywhere else?

What makes the Academy unique is the combination of international exposure, practical learning and genuine human connection.

You are not just attending lectures, you are engaging with peers from around the world, exchanging ideas, building relationships and gaining perspectives that you simply cannot get in your everyday professional environment.

These connections and experiences often stay with you throughout your career. That is something difficult to replicate elsewhere.

.

8. How important is networking at this stage of a legal career, and how does the Academy support that?

Networking is absolutely crucial, especially early on. The relationships you build at the beginning of your career often shape your future opportunities.

The Academy is designed to make networking natural and meaningful, not forced. Through interactive sessions, group work, and informal gatherings, participants have the opportunity to connect in a genuine way.

Being part of Legalink also means that these connections extend far beyond the event itself – they become part of a long-term international professional network.

.

10. Looking ahead, how do you see the role of young lawyers evolving in the next 5–10 years?

The role of lawyers is evolving rapidly. Young lawyers will need to be more adaptable, more business-oriented, and more technologically aware than ever before.

They will not only interpret the law. They will help shape it! Especially in areas like public policy, digital transformation, and international regulation.

Those who succeed will be the ones who are open to learning, willing to step outside their comfort zones, and capable of combining legal expertise with broader skills and perspectives.

The Legalink Academy 2026 in Belgrade promises to be more than just a professional gathering, it is an investment in the future of the legal profession, driven by collaboration, innovation, and a shared commitment to growth.

.

