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managingpartner

Business development for law firms in the connected world



Mobile, social and web strategies to reach the new generation of clients

A one-day intensive conference designed to help you:

- » Be the **first one out of the gate** – communicate with your clients using new and emerging technologies to steal a march on your competition
- » Design a **mobile app** that will help deliver your strategic goals
- » Integrate **social media, mobile** and **web** strategies into your overall **marketing plan** in line with your strategic goals
- » Delve deeper into **social media** and discover how it can help you reach out to your clients
- » Find out how to determine the success rate of **social media, mobile** and **web** campaigns
- » Get to know **your changing client** – and how they use technology
- » **Persuade** your internal clients to **invest** in digital media
- » **Differentiate** and **optimise** your company **website**
- » **Build** your **brand** and keep it consistent across all **marketing channels**

A word from your chair...

“ *Having contributed to this conference on a number of occasions over the last decade, I can vouch for its excellent track record in delivering commercial advantage to law firm leaders, business developers and marketers. This year, I'm delighted to see a re-focusing of the event to provide a comprehensive understanding of how clients across the spectrum are changing, coupled with deep strategic insights into how firms can build their business through the use of new technologies.* ”

Andrew Hedley, **Hedley Consulting**

Expert contributions and strategic insights from:



ADDLESHAW GODDARD



Freshfields Bruckhaus Deringer



Herbert Smith

4 easy ways to register

Your **client** is the **General Counsel** of a big **corporate** company, yes. But in their personal lives they communicate using their **smartphones** and **social networks**, and they **access services and information** using **mobile apps**. They use advanced websites which offer real time functionality, Google powered searches and live streaming. The use of online methods of communication by **Generation Y** has been well documented. Soon that generation will forge its way up into senior corporate roles. When they do, they will expect you to be just as tech savvy as they are. Your private client is no different.

It is simply no longer good enough to communicate with your clients by pushing marketing information out one-way over a flat website. With many law firm websites looking similar and making the same claims, **differentiation is key**. To stand out from the crowd you need a smart website which communicates your firm's core values, acts as a portal for your client, to give them all the information they are looking for, and, frankly, does something a little bit extra. Law firms that are ahead of the curve will reap the biggest rewards.

Managing Partner's one-day intensive conference will start at the beginning, helping you to understand how your clients are changing the way they work and what you need to do to delight them in the new world.

It will look at overall marketing strategy and how your digital strategy should now sit against traditional channels and methods of law firm business development. Clearly, the usual channels for finding new clients aren't going away but with the Bribery Act limiting corporate entertainment, firms who want to succeed in the new world, need to **carve out new ways of attracting new business** and **growing current business profitably**. And it is these new techniques that will be explored in depth at this focused one-day event.

Brand is an area that many law firms have traditionally struggled with. How do you get your brand to truly reflect the culture of your firm and reflect your strategic market position? Once you have established a brand identity that you are happy with how do you make sure you keep this identity consistent across all your marketing channels, whether online or offline? The **Director of Business Development** from **Mishcon de Reya** will share his experiences of brand development with you at this conference, while the **Online Marketing Manager** from **Hogan Lovells** explains how you can

integrate your communication channels successfully into a holistic marketing strategy.

Mobile apps put added value **client information at their fingertips** and are a cost-effective and sure fire way to differentiate yourself in your next pitch, when clients are complaining that traditional added value offerings are becoming same-y. They will also **drive loyalty** from your existing client base. But you should only develop an app if it will help you meet strategic goals. At this conference, the Head of Online from **PwC UK** will give a case study of an app that has been recognised as being one of the top business apps by *The Sunday Times* and will impart his insights into when you should offer an app to your clients, and, just as importantly, when you shouldn't.

While the majority of law firms have been criticised for being slow on the uptake when it comes to social media, there are undoubtedly several firms that have made a success of it in terms of establishing good public relations and increasing awareness of their brand. At the very least it could be said that firms should be introducing social media elements to their websites to encourage client participation, as well as using sites like LinkedIn to develop new business with clients. At this conference hear from Dutch firm **Dirkzwager** on how you can develop a successful social media strategy in your firm and then hear from representatives of **Addleshaw Goddard, Freshfields Bruckhaus Deringer** and **Herbert Smith** in a panel discussion focused on how to analyse the impact of social media for business development.

Get with the times

The **competitive risk** from not addressing online marketing is too great. With website and search engine optimisation (SEO) also being covered in this intensive conference, no law firm strategist or marketing strategist can afford to miss it.

“ *Whilst we live in an increasingly digital world, we need to address the core needs of clients; this conference comes at a critical moment in the evolution of legal service delivery and marketing.* ”
Elliot Moss,
Mishcon de Reya

Who should attend?

This event has been designed for those who are responsible for marketing, communications and business development strategy in a UK or European law firm. It will be relevant to anyone who is looking to understand how client needs are changing and how this is driving up the significance of newer marketing channels including website, social media and mobile and will be invaluable for those who work directly with new media in their roles. This event will also provide an excellent overview for law firm leaders including Managing Partners, Chief Executives and Practice Managers. It will also provide key insights for those law firm knowledge managers who are currently working on developing added value client services including extranets and mobile apps.

CPD information

Attendance at this conference qualifies for **5 hours, 40 minutes** of **SRA accredited CPD** (at intermediate/advanced level). To claim your hours, quote provider code: EEW/ARCL.

Attendance at this conference can count towards CPD for ICAEW members if it meets the training and development needs relevant to the member's current role.

09:00 Registration and refreshments

09:30 **Chair's opening remarks**

Andrew Hedley, *Hedley Consulting*

KNOWING YOUR CHANGING CLIENT

09:40 **Adapting your business to meet the needs of your evolving client**

- » Profiling a General Counsel in 2012/13 – what are their needs?
- » Who are Generation Y?
- » How are clients currently using technology in their personal spheres? What technologies are they using?
- » Predicting the future of marketing legal services
- » Harnessing client insight to improve your marketing strategies

Charles Christian, *Editor-in-Chief, Legal Technology Insider, American Legal Technology Insider and The Orange Rag*

10:20 **CLIENT INSIGHT | The General Counsel perspective**

Your opportunity to hear directly how General Counsel are currently using technology to communicate with their law firms, and what they would like to see going forward.

- » Understanding the needs of a General Counsel
- » What information do General Counsels want from their law firms?
- » Exploring the most effective methods of communications for business development

Speakers to be announced

DEFINING YOUR STRATEGY

11:00 **The value of understanding your brand**

With the majority of law firms describing themselves in exactly the same way on their websites as "a full-service, commercially-focused law firm, delivering tailored solutions to a range of clients"¹ – how do you stand out from the crowd?

- » Capitalising on the value of a clear positioning
- » Understanding the importance of the different communications roles that on and off line channels play
- » Incorporating the value of outcomes
- » Maximising the impact of metrics

Elliot Moss, *Director of Business Development, Mishcon de Reya*

11:40 Morning coffee break

12:10 **Integrated digital marketing: How to deliver a multi-channel campaign**

- » The problem facing law firms
- » Three levels of integration
- » Case study – campaign-led channel integration

Nick Andrews, *Online Marketing Manager, Hogan Lovells*

12:50 Networking lunch break

13:50 **Session reserved**

Session details to be announced.

COMMUNICATING IN THE WAY YOUR CLIENTS WANT

MOBILE APPS

14:30 **PROFESSIONAL SERVICES CASE STUDY | Developing a B2B app at PwC UK**

PwC UK's app has been recognised by *The Sunday Times* as one of the top business apps. In this session, Nick Masters shares his experience of developing the app and ensuring its success over the past 18 months.

- » Understanding your user base and what they might want
- » What is the proposition – how does this differentiate from your existing channels and products?
- » Ensuring continuity – the importance of keeping content up-to-date
- » Tracking, measuring and adapting – to ensure the success of the app
- » An app is not a strategy – when is an app the right answer?
- » Why you cannot ignore the mobile market

Nick Masters, *Head of Online, PwC UK*

15:10 **Blogs, apps and social media: An innovative knowledge sharing and business development strategy**

- » The strategic use of web and social media to share knowledge with firm clients and prospects
- » The success of new and social media tools for business development
- » Managing content updates internally
- » Reporting web analytics to improve future content and inform return on investment calculations

Mark Jansen, *Knowledge Manager, Dirkzwager*

15:50 Afternoon coffee break

CALCULATING ROI FOR DIGITAL MEDIA

16:20 **PANEL | Analysing the impact of online marketing**

One of the issues with securing partner investment for online methods of client communication (particularly social media) is that it is often hard to demonstrate the value of the marketing budget spent. Websites, social media and mobile apps do drive awareness, ensure good PR and encourage client loyalty but these benefits can't easily or immediately be measured in terms of fees won. Our senior level panellists will discuss how they have got around this issue in their firms and will also cover the importance of internal culture and practice, and of knowing your audience.

Panellists include:

- Lance Sapsford, *Marketing and Business Development Director, Addleshaw Goddard*
- Barney O'Kelly, *Senior Manager, Digital Communications, Freshfields Bruckhaus Deringer*
- Clive Hocker, *Online Marketing Manager, Herbert Smith*

17:00 **Chair's closing remarks**

17:10 Close of conference

¹The Little Book of Public Speaking, Nick Davies

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28 NOV 2012
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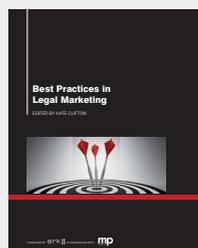
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By sponsoring a Managing Partner event you are gaining access to some of the most influential decision makers in major law firms. Managing Partner Events provide a wide range of opportunities that allow your company's products to be showcased through exhibiting and client case study presentations, which will enable you to:

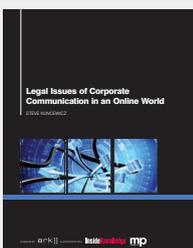
- » Create, maintain and enhance brand awareness
- » Generate new leads and maximise your ROI
- » Elevate your profile and stay ahead of your competitors
- » Further enhance relationships with current clients
- » Educate and intellectually influence your industry peers

We understand that every client is unique, which is why we provide tailor-made packages to suit your business needs. So if you want to increase your brand awareness in this affluent market, please contact **Jamie Brown** on:
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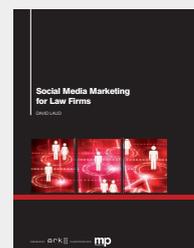
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