

Two-day conference
25-26 September 2007, London

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Managing Partner magazine presents the 8th annual

Strategic Marketing for the legal profession



**PLACING MARKETING AT THE
HEART OF LAW FIRM STRATEGY**

Featuring case studies from;

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An exclusive two-day conference designed to help you:

- Explore the importance of branding in law firm marketing
- Ensure marketing is the agent for change in your firm
- Extract maximum profit from your existing client base
- Create distinctive client value through innovation
- Create an effective key client strategy

Post-conference workshop

27 September 2007

Fostering a culture of innovation

Facilitated by: David Wallace, **Strategy Point**
and Former Marketing Director,
Shepherd and Wedderburn LLP

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8th Annual St

PLACING MARKETING AT THE HEART

WHY THIS EVENT?

Law firm marketing has progressed dramatically in the last ten years and our annual strategic marketing for the legal profession event has been there throughout this journey providing delegates with valuable learning in knowledge sharing as well as networking opportunities. However, there is still a long way to go if legal marketing is to realise its full potential and be judged alongside more mainstream corporate marketing functions.

As law firms face more commercially sophisticated clients, an increasingly competitive market and the looming spectre of deregulation, successful marketing initiatives are fundamental to a firm's ability to survive and prosper.

Marketing professionals in many law firms are enjoying elevated status and partners no longer rule the roost. Yet it is essential that marketers capitalise on this shift and become agents of change, driving the firm onto the next level to face the challenges that lie ahead.

Managing Partner magazine's two-day conference will review the challenges facing marketers in the legal industry and will showcase some of those leading the field, arming you with inspiration and practical advice to take back to your firm.

The last twelve months have witnessed a number of high-profile rebrands firmly placing the issue of brand back on the agenda. So how is your brand performing? How do you use your brand to create true differentiation in a crowded market place? How do you convince a sceptical audience?

Retaining existing clients and winning new business is the crux of any marketing strategy, with key client management an increasingly important part of law firm marketing, how do you approach this and benchmark your strategy against others?

This two-day conference will examine these questions and many more, maximising your time away from the office by giving you the opportunity to gain inspiration, learn practical tips and to focus on the bigger picture.

ADVISORY BOARD

This event has been validated and researched with a broad range of marketing professionals from across the legal industry. We are grateful for the ideas they have provided us with for the speakers and the programme content. In particular our special thanks go to the following for their invaluable input:

Jeff Naqvi, Global Director – Business Development & Marketing, **SALANS**

Andrew Dunn, Business Development Director, **HALLIWELLS LLP**

Deborah Ascott-Jones, Marketing Director, **PANNONE LLP**

Andrew Hedley, Founder, **HEDLEY CONSULTING**

ABOUT THE WORKSHOP

'Innovation' has become a buzz-word in the legal marketing arena, with some viewing it as merely a fad and many overlooking its full potential. In order to survive and prosper in a competitive market, it is essential that firms embrace innovation and strategically apply it to all marketing activity.

This interactive workshop will demystify innovation by reviewing what it actually means. How can it be approached strategically and what lessons can be learnt from outside the legal sphere? David Wallace will draw on his wealth of experience from working with big brands and his experience at Shepherd and Wedderburn. If you want to harness the powers of innovation to differentiate your firm, this workshop is not to be missed!

INTRODUCING LEGAL MARKETING

LegalMarketing

Introducing *Legal Marketing*, a magazine dedicated entirely to providing you with regular guidance and insight into successful law-firm marketing.

From internal branding and cross-selling activities, to CRM and service excellence, the marketing team is now at the forefront of law-firm business development. In every issue *Legal Marketing* finds out which methods are working and which aren't so you can benchmark your own strategies against your competitors ensuring long-term marketing excellence at your firm.

For more information about how you can become a subscriber, contact us on + 44(0)20 8785 5900 or visit:

www.legalmarketingmag.com.

Strategic marketing for the le

T OF LAW FIRM STRATEGY

DAY ONE: Tuesday, 25 September 2007

09:00	Registration and refreshments		
09:30	Chairman's opening remarks Andrew Hedley, Founder, HEDLEY CONSULTING		
09:40	Understanding the specifics of strategy and applying this to your marketing plan <ul style="list-style-type: none">■ Developing strategic plans; how are you going to achieve your goals and how will you track them?■ Comprehending the differences between strategic planning and strategic objectives■ Understanding the critical success factors for achieving strategic goals■ Aligning the strategy with the marketing plan and tracking its progress on a periodic basis Meirion Jones, Director of Clients & Markets, REED SMITH RICHARDS BUTLER LLP	<ul style="list-style-type: none">■ What are the benefits and draw backs of each model?■ Making the transition work in practice■ Recruiting sector specialists and structuring sector teams Andrew Dunn, Business Development Director, HALLIWELLS LLP Zelinda Bennett, Marketing Director, EVERSHEDES LLP Antonia Guise-Tucker, Head of Business Development & Marketing, VEALE WASBROUGH LAWYERS	
10:20	Beyond the logo; defining 'brand' and its impact on law firms <ul style="list-style-type: none">■ Exploring the importance of brand and its role in legal marketing■ Understanding why people buy your brand■ Ensuring your brand values permeate the fabric of your firm■ Encouraging your people to comply with your brand values Guy Bigland, Director of Business Development and Marketing, NABARRO	14:20	Harnessing the benefits of 'key client management' <ul style="list-style-type: none">■ Defining the differences between 'CRM' (Client Relationship Management) and 'KAM' (Key Account Management)■ Realising the benefits of key clients in providing sustainable revenue streams■ Communicating the key account strategy to the partnership and gaining their buy-in■ Understanding the strategic challenges facing your key clients and structuring your services accordingly■ What are the metrics for KAM?■ Devising an effective feedback process and ensuring you respond Zelinda Bennett, Marketing Director, EVERSHEDES LLP
11:00	Morning coffee break	15:00	Afternoon coffee break
11:30	Beyond the rhetoric; truly differentiating your firm <ul style="list-style-type: none">■ Daring to be different; sector vs. specialism marketing and the pros and cons of each model■ Utilising branding to create distinction for your firm■ Understanding that most statements of differentiation make you the same as your competitors; how can you be truly different?■ Harnessing innovation across the firm as a point of differentiation■ Understanding the psychology of why people buy your services and exploiting your findings Lisa Hart, CEO, ACRITAS	15:30	Placing clients at the hub of operational strategies <ul style="list-style-type: none">■ Risk management■ Operational efficiencies■ Fee management■ Client-focused knowledge sharing■ Client relationship building■ Collaborative internal relationships Antonia Guise-Tucker, Head of Business Development & Marketing, VEALE WASBROUGH LAWYERS
12:10	Integrated Marketing Solutions; Differentiation through value Jason Parkman, Vice President/General Manager, HUBBARD ONE	16:10	Ensuring marketing is the agent for change in your firm <ul style="list-style-type: none">■ Leading the charge; understanding that clients are changing, anticipating those changes and changing with them■ Understanding the change process in the context of your organisation and its culture■ Undertaking a cultural audit of your firm■ Driving change in your organisation; using your skills as a marketer to ensure your firm changes and adapts to client needs and the latest innovation Jeff Naqvi, Global Director – Business Development & Marketing, SALANS LLP
12:40	Networking lunch break	16:50	Chairman's closing remarks and close of day one
INTERACTIVE ROUNDTABLE DISCUSSION			
13:40	Roundtable discussion: Sector vs. specialism? This interactive session will tackle this issue head on!	17:15	Close of day one

FOR A LIST OF OUR LATEST EVENTS V

Legal profession

DAY TWO: Wednesday, 26 September 2007

- 09:00 Registration and refreshments**
- 09:30 Chairman's opening remarks**
Andrew Hedley, Founder, HEDLEY CONSULTING
- 09:45 Leveraging value from client relationships**
- Understanding what drives a profitable client relationship
 - Ensuring you are extracting maximum profit from your existing client base
 - Applying key metrics to client relationships to identify potential revenue streams
 - Measuring the "life-time" value of these clients and serving them accordingly
- Andrew Dunn, Business Development Director, HALLIWELLS LLP**
- 10:30 Marketing investment - because it's worth it!**
- How do I demonstrate the value I add to the firm?
 - What are our real objectives? Are they valid/achievable?
 - Is there a better way to achieve the same results that costs less money/time/effort? Could I get better results if I spent more time/money/effort?
 - What does a successful activity look like?
 - How do we measure success? What follow up is planned?
 - Over what time period should I be looking for payback?
- Jeremy Knott, Marketing and Client service Director, CMS-CAMERON MCKENNA LLP**
- 11:15 Morning coffee break**
- 11:45 Panel discussion; the client perspective**
This session will offer you a unique opportunity to pose your questions to a leading panel of those who really judge your marketing campaigns; your clients!
- What do clients look for in a law firm?
 - Key account programmes and the impact on the client
 - What can firms do to optimise their client relationships?
 - Panels, pitching and tenders; how to succeed
 - The future of purchasing legal services; the client's perspective
 - Client feedback initiatives, do clients really value them?
- Deepak Malhotra, Corporate Legal Chief, INBEV**
Robert Mackenzie, Group Legal Director VIRGIN MEDIA LTD
- 12:30 Networking lunch break**
- 13:30 Exploring the benefits of e-marketing**
- Understanding the key benefits of strategic e-marketing
- Encouraging partners to move away from the more traditional forms of marketing and embrace innovative ideas and new methods
 - Using technology to innovate your marketing strategy
- Panellists include:
Suzanne Chaudry, Head of Marketing, SHEPHERD AND WEDDERBURN LLP
David Wallace, STRATEGY POINT
- 14:15 Understanding and maximising the interface between marketing and knowledge management**
- Knowledge is power; understanding the potential benefits of knowledge management for managing key client relationships and winning new business
 - Leveraging knowledge for business development advantage
 - Understanding the evolution of the PSL role and its value in winning new business
 - Sharing knowledge and acting collectively; moving away from the silo mentality
- Richard King, Head of Legal Knowledge, HERBERT SMITH LLP**
- 15:00 Afternoon Coffee**
- 15:30 Using segmentation to enhance and clarify your targeting process**
- Segmenting your client base to enhance your competitive intelligence
 - Looking outwards to new markets and ensuring you have a clear targeting strategy
 - Using segmentation to assess client behaviours and gain a meaningful understanding of your competitors
- Speaker to be confirmed**
- 16:15 Presenting your corporate social image to strengthen your brand**
- Taking a holistic approach to CSR and diversity initiatives to fit into your firm's brand and market profile
 - Ensuring you gain cross departmental buy-in
 - Partnering with clients on CSR initiatives to strengthen relationships and raise your profile
 - Using ethics to differentiate your firm's reputation
- Stephen Fitzmaurice, External Communications Manager, CLIFFORD CHANCE LLP**
- 17:00 Chairman's closing remarks**
- 17:15 Close of conference**

