

18 June 2015 | London

Growth Strategies for Legal Services

The client centric approach to winning
and retaining business

“All law firms aspire to greater heights. Some fly too close to the sun and come crashing down. Others paddle furiously below the surface and fall prey to predators. A few sail serenely on - ever more sleek, satisfied and secure. What’s their secret? Join me to find out.”

Joshua Rozenberg,
Britain’s leading commentator on the law,
BBC Radio 4, University of Warwick

Key topics will include:

- The new competitive landscape in legal businesses
- How general counsel are shaping law firms
- Measuring and maximising the return on investment
- Getting to grips with the mechanics of pricing
- A strategic plan to keep your clients’ data secure
- Business development from the client’s perspective

Why should you attend this event?

- A bespoke conference programme researched with your peers
- Transform and revive your business strategies to achieve measurable results to take to your board
- Leverage your client-centric activities
- Maximise the highest efficiency in your firm



08:30 – 09:00

Registration and refreshments

09:00 – 09:10

Opening remarks from the Chair

Joshua Rozenberg, Britain's leading commentator on the law, BBC Radio 4

09:10 – 10:10

DRIVERS OF CHANGE

Deepening relationships in business development (BD) in legal services

- The new competitive landscape for the legal market
- Economic growth and what this means for legal services
- New business structures
- The impact of technology in legal services
- The need to diversify in BD

Andrew Garner, *Chairman*, Garner International

10:30 – 12:00

How general counsel are driving for greater value and efficiency

- In-depth insight and market intelligence
- Key signs of changing markets
- Shaping your research programmes to meet your needs
- What does great value mean to your client?

Lisa Hart Shepherd, *CEO*, Acritas

12:00 – 13:00

Networking lunch

13:00 – 14:10

Focus Groups A, B, C

Focus Group A

TRACKING INVESTMENT

Measuring the return on investment (ROI) in business development and marketing

- Using business development for strategic advantage
- Increasing competitiveness through ROI
- Forces driving clients' attitudes, prejudices and behaviour
- What differentiation really means
- The determinants of perceived quality
- The relationship between perceived quality and ROI
- Measuring commercial success

Simon Gulliford, *Director*, Aegon & Morgan Sindall Group

Focus Group B

CLIENT SECURITY

The data security plan between a firm and its clients

- The current threats to legal businesses, and what may come in the future
- Situational awareness
- Basic security technologies
- Managing secure communications
- Shared data stores for essential documents
- Mobile data security

- Managing' lifestyles for cyber security
- The power of education for staff and clients
- Formal agreements on responsibilities for data security
- Are there any useful specific product solutions?

Professor Peter Sommer, *Information Systems Integrity Group*, London Business School

Focus Group C

COMPETE ON PRICE

Managing efficiency to reduce your price

- Law firm best pricing globally
- Pricing improvement initiatives
- How to price low enough to get the work but high enough to make a profit
- How to combat the playbook of 'professional' buyers
- What is needed to deliver the work on time and to budget
- Two things firms can do immediately to improve their pricing strategy
- Two things partners can do immediately to improve their pricing execution

Richard Burcher, *Managing Director*, Validatum (UK) Ltd

14:10 – 14:30

Afternoon coffee break

14:30 – 15:30

PANEL

THE GC AND CLIENT PERSPECTIVE

A debate between general counsel and legal businesses on the key trends shaping the legal market

- How legal departments can navigate ever-increasing regulation
- Trends that will shape the legal market
- More for less: What does this really mean and why? Why is added value so difficult to define?
- Reshaping the legal model
- What will the legal market look like in 2020?

Deepa Tharmaraj, *General Counsel*, Dell Middle East

Julia Onslow-Cole, *Partner, Legal Markets Leader & Head of Global Immigration*, PricewaterhouseCoopers Legal LLP

Richard Tapp, *Company Secretary and Director of Legal Services*, Carillion plc

Dan Guildford, *General Counsel*, The Financial Times and Associate General Counsel, Pearson Professional

Julia Hayhoe, *Director of Strategy & Business Development*, Baker & McKenzie

15:30 – 16:30

PANEL

The client's perspective on business development

- The difference between your clients and their customers, and what they do and why
- How your clients think about their customers
- The client-lawyer relationship in BD and strategy

Focus Group Descriptions

Andrew Hedley, *Director*, Hedley Consulting
Ian Jeffery, *Managing Partner*, Lewis Silkin
Jeremy Ford, *Business Development & Marketing Operations Director*, White & Case
Richard Sykes, *Partner*, PricewaterhouseCoopers Legal LLP

16:30

Chairman's close

16:40

Close of conference

Focus group A

The session will set out to establish the principles and approaches that underpin the delivery of world class business development. Operating in a service business means that professionals will need to confront challenges that simply do not exist in manufacturing or distribution based industries. Accordingly this session will be focused on how firms need to approach the acquisition of new clients and the retention of existing valuable clients.

The session will be fast-paced and challenging. Examples will be presented from a variety of service firms, industries and cultures. Participants will be able to view their roles differently and reflect accurately on the actions they take to generate greatest value.

Simon Gulliford, *Director*, Aegon & Morgan Sindall Group

Focus group B

This session will set out the threats which law firms need to consider, corporate and industrial. Threats can come from business rivals, would-be manipulators of financial markets, hackers-for-cash, ideologically-driven hacktivists, recreational hackers, organised criminals with blackmail in mind, and state-sponsored intelligence agencies. This session will discuss the various problems these threats can create and will offer potential solutions.

You will be able to take away newer ways of working, including

- Setting up remote access to secure centralised services to secure email
- How to educate and manage users
- Letting partners and staff use their own smartphones, tablets and PCs for work purposes (BYOD)
- The attractions and pitfalls of cloud computing.

Professor Peter Sommer, *Information Systems Integrity Group*, London Business School

Focus group C

This session will set out the objective for all legal businesses when they are creating pricing structures to maximise profitability and leave the client feeling that they have had fair value for money. This session will give you the ability to formulate and deploy bespoke pricing solutions on each job for each client.

You will be able to identify a diverse client buying behaviour and learn how to influence the buying decisions of client's intermediaries and other decision-makers.

Richard Burcher, *Managing Director*, Validatum (UK) Ltd



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Please sign us up to attend Growth Strategies for Law Firms as indicated above. I understand that I will be charged in accordance with the prices listed.

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I have read, understand and agree to the booking conditions

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