

# BUSINESS DEVELOPMENT

---

## For Law Firms

Building Relationships, Business Planning & Strategy To  
Ensure Growth In Today's Economic Climate

22 – 24 November 2009 • Dusit Thani Hotel, Dubai, UAE

### Business Development for Middle East Law Firms In A New Economy

- **One** jam-packed **conference day** overflowing with best practice case studies and client perspectives
- **Two** intensive half day **workshops** focusing on implementing business development strategies in the region
- **Benchmark** your strategy with **leading law firms** delivering best practice case studies addressing your key industry challenges
- **Network** with **Chief Legal Counsel** offering honest direct advise on their current and future expectations
- **International** experts discuss how **global strategies** can be implemented in the GCC

[www.iirme.com/law](http://www.iirme.com/law)



### Expertise From Leading Firms Including:

#### Legal Experts:

- Denton Wilde Sapte
- Trowers & Hamblins
- Baker & McKenzie
- Freshfields Bruckhaus Deringer
- Bin Shabib & Associates (BSA) LLP
- deWinton-Williams Consulting Ltd
- Al Tamimi & Company
- Clyde & Co Middle East
- Al-Soaib Law Firm
- Fichte & Co
- Hedley Consulting
- Simmons & Simmons

#### Legal Counsel:

- Omniyat Properties
- Pepsi-Cola International Ltd
- Abu Dhabi Investment Company



### Who Needs To Attend?

Managing Partners, Chief Operating Officers, Heads of Business Development & Marketing, Communication, PR, Partners and Associates with responsibility for BD and those in charge of Client Management, Development, Care and Relations, as well as General Counsel and Heads of Legal. Members of the Executive Team faced with crucial marketing and business development decisions.

Organised by





[www.iirme.com/law](http://www.iirme.com/law)



## NOT JUST NETWORKING - BUT BUSINESS MAKING NETWORKING

Meeting colleagues and peers in the industry is vital to ensuring you are always up to speed with the latest advances and best practice being used here and internationally.

These contacts will also be invaluable to you throughout your career. This event will bring you specific and highly effective networking sessions and discussion clinics so that you get even more out of the contacts you meet than a business card and a handshake.

Bring a lot of business cards. You will need them.

## Dear Colleague,

“83% of Law Firms Fight Recession with Business Development Training”\*

The current budget reductions, increased pressure on client retention and downward trend in economic activity levels have made business development more crucial than ever – and keeping existing clients and finding new sources of business have never been such a high priority for law firms in the GCC.

Through intensive research, local and international law firms have firmly indicated that their main business challenges right now are finding new routes to develop their client base and nurturing existing client relationships.

**Business Development for Law Firms** in the Middle East is a specialised event designed to address how law firms in the GCC region can gain new business from new and existing clients. It has been specifically tailored to cater to the demands of those responsible for business development, marketing and client relations in law firms in the region. This innovative forum will consist of a **one-day conference** and **two intensive, in-depth workshops** intended for business development professionals and Partners with marketing, business development and client service responsibilities.

### Crucial topics include:

- Relationship building, strengthening and maintaining
  - Added value services that count and matter to your clients
  - CRM systems and client retention
  - Client feedback and research
  - Encouraging a sales culture throughout the firm
  - Strategies that work in a downturn
  - Leveraging the latest online and technology tools
  - Finding the holy grail of marketing: effective cross-selling
  - Linking business development activity to tangible results
  - Alternate billing structures
- And much more.....

To secure your place for this unique event, you can **register**:

- ➔ Online at [www.iirme.com/law](http://www.iirme.com/law)
- ➔ Phone +971 4 3352437
- ➔ Email [register@iirme.com](mailto:register@iirme.com)
- ➔ Fax +971 4 3352438

Kind regards,

**Purva Hassomal**  
Conference Director

\*July 2009 report "Delivering Value – Added legal Services in Challenging Times", published by Robert Half Legal

“*Excellent and highly recommended for all legal persons*”

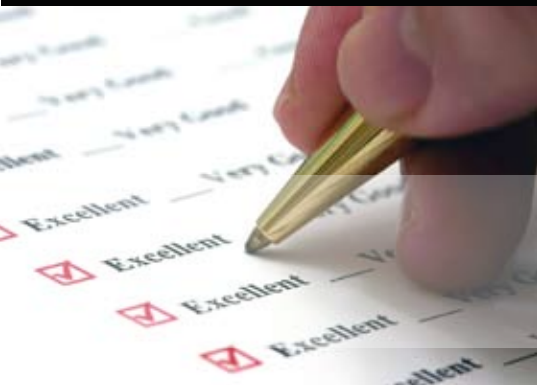
**Mishal Al-Shammari**, Divisional Head Contracts & Procurement,  
**Al Khafji Joint Operations, KSA**

“*The speakers were knowledgeable and insightful*”

**Muhammad Arif Saeed**, Managing Partner,  
**Al Tamimi & Company, KSA**



[www.iirme.com/law](http://www.iirme.com/law)



“Very good – contributed a lot to my professional development”

**Aftab Raza**  
Senior Economist  
Regulation & Supervision  
Bureau, UAE

**A FORUM NOT TO BE MISSED**

The earlier you register for **Business Development For Law Firms** the more **savings** you will enjoy! Call us now on + 971-4-3352437!

## Why This Event?

**Client exclusives:** Meet **Chief Legal Counsel** from regional firms who will tell you exactly what they expect and require from their law firms through client panel sessions and dedicated client perspective case studies

**Exclusive:** **Relationship building** and nurturing key note sessions

Two **intensive workshops** on:

**A** **Creating Legacy Clients: Strategies for strong client relationships, retention and growth**

**B** **Actionable Plans For Identifying And Developing Strategic Clients**

- Hear **Middle East law firm** partners, business development and marketing directors present their successful strategies to drive new business and increase revenue
- Network with **international thought leaders** who will discuss the latest worldwide advances in legal marketing
- Share in stimulating **case studies:** How putting BD at the heart of strategy can **increase profits**

**Demonstrate your business development and marketing expertise in front of a targeted audience of top Middle East Law firms!**

Get involved in the **only perfectly tailored event** that presents solutions to a market of over 2,000 Middle East Law Firms. Sponsor “**Business Development for Law Firms**” and position your company as the leading provider of business development, marketing or recruitment services for the region.

We offer positive reinforcement of your brand and the chance to demonstrate and showcase your achievements to an audience of decision makers from the Legal industry.

**Call us today!** The sponsorship packages include speaking and exhibiting opportunities. Please contact Arshed Hussain on [sponsorship@iirme.com](mailto:sponsorship@iirme.com) or Tel: +971 4 4072715





[www.iirme.com/law](http://www.iirme.com/law)



## TAILORED TOPICS AND INTERACTIVE DISCUSSION

The agenda and topics are a direct result of over 6 months extensive research with key industry experts and publications. All topics and discussions have been requested by you and are tailor made for you. The aim of the entire event is to provide you with tools you can immediately use when you go back to the office. We do not want to lecture you – we simply want to share experiences with you.

But, if we have missed a topic or you want to hear from or a firm that is not currently featured in the programme please write to [purva.hassomal@iirme.com](mailto:purva.hassomal@iirme.com)

# One Day – Conference Agenda

Monday 23 November

08:30 Registration

08:50 Chairman's Opening Remarks

09:00 **Achieving An Indispensable Working Relationship With Your In-House Legal Teams**

CLIENT PERSPECTIVE

- What are the elements needed to provide a seamless service to clients?
  - How law firms should work with in-house legal teams to generate not only optimal results but a trusting working relationship
  - Creating partnerships that result in your law firm becoming central to the in-house legal teams
- Robert Atkinson**, International Legal Counsel,  
**Pepsi-Cola International Ltd**, UAE

09:30 **Business Development In The Middle East vs. The Rest Of The World**

- Recognising the different types of clients in the region and identifying how their expectations differ
  - Which international best practice strategies will work best in the Middle East
  - What global strategies will not work in the region?
  - Gaining the right skills, attitude, etiquette and cultural mindset to gain new business, strengthen relationships and grow your firm in the Middle East
- Alexander Lynch**, Regional Business Development Manager,  
**Trowers & Hamblins**, UAE

10:00 **AI Tamimi In Focus: A Local Firm's Regional Expansion Insights**

- How to best grow organically into a fully fledged firm operating in the region – effectively and efficiently
- Starting from scratch in the GCC: How new business is critical to a new firm's success
- The intricacies of business development for a multi-regional law firm

**Eddy Winters**, International Marketing Manager,  
**AI Tamimi & Company**, UAE

10:15 **AI Tamimi In Focus: Saudi Arabia Outlook - Developing And Sustaining Growth In The Kingdom**

- Establishing and expanding your law firm in the Kingdom of Saudi Arabia
- Building relationships in the Kingdom - what are the best business development strategies for Saudi?

**Nicholas Diacos**, Partner & Head of Office KSA,  
**AI Tamimi & Company**, KSA

10:45 Morning Networking Session

11:00 **A Strategic And Economic View Of The Middle East Legal Market: Challenges And Opportunities**

- What is the client perspective and where does this leave business development?
- Retaining your market position by responding and demonstrating value
- Driving business development activities by engaging partners and management
- How your profile impacts your ability to seize opportunities
- Using innovation, drive and strategic positioning to make a difference

**FreshFields Perspective:**

**Joseph Huse**, Managing Partner – MENA,  
**Freshfields Bruckhaus Deringer**, UAE

**Bin Shabib & Associates Perspective:**

**Rashid Bin Shabib**, Founding Partner,  
**Bin Shabib & Associates (BSA) LLP**, UAE



[www.iirme.com/law](http://www.iirme.com/law)



## HAVE YOUR SAY

We want to hear from you. That is why we have created a LinkedIn group. By joining this group you can constantly follow the news surrounding the Forum and you can engage in lively discussions with fellow delegates and speakers on the hottest topics in your industry.

Join our LinkedIn group for industry news and regular updates



- 12:00 **Guarding The Firm's Crown Jewels – Building Strong Client Relationships Through Effective Added Value**
- Knowing what your clients are looking for
  - Ensuring an active relationship at all times
  - Obtaining honest client feedback and driving research to deliver seamless and integrated client services
  - Planning efficient added value activities that strengthen your relationships
  - Driving superior client service at all times

**Dr. Gwenllian-Jane Williams**, Director,  
**deWinton-Williams Consulting Ltd**, UK

- 12:30 **Strengthening And Expanding Clients Relationships Through The Power Of Cross Selling**

- Barriers to cross selling
- Why cross selling is essential
- Which clients to target for cross selling
- How to assess client needs
- Implementing a robust cross sell strategy
- Obtaining honest client feedback to facilitate cross selling

**Marie McDermott**, Head of Business Development – Middle East,  
**Denton Wilde Sapte**, UAE

- 13:00 Networking Lunch For Delegates And Speakers

- 13:45 **Exclusive In-House Counsel Insight – Invest AD's Perspective on Expectations for External Counsel**

CLIENT PERSPECTIVE

- Demystifying the criteria for selecting law firms – What we look for
- Achieving responsiveness to internal business units and legal departments
- Balancing the need for providing executionary services and adding value through proactive engagement
- Continuously developing institutional knowledge and being fully up to date on the latest market developments and changes in laws and regulations that affect your client

**Stephen Swanson**, Chief Legal Officer,  
**Invest AD - the Abu Dhabi Investment Company**, UAE

- 14:15 **Business Development In An Uncertain Economic Climate: Unlocking Added Value And Maximising Your Activities And Resources**

- Focusing on the fundamental activities that provide desired results in challenging times
- Identifying changes in your market and adapting your plans to these
- Researching the challenges faced by your clients to deliver added value when they need it the most
- Taking a competitive perspective to uncover opportunities in your market – new industries, new sectors
- Directing resources to deliver the most effective business development

**Andrew Hedley**, Founder, **Hedley Consulting**, UK

- 14:45 **Comparing The Legal Framework For Lawyers And Legal Marketing Within Different Jurisdictions To Encourage Fair Competition And Stop The Loss Of Client Trust**

- Analysing regulations in UAE covering marketing of law firms compared with regulations in UK, US, Germany and India
- How do law firms in the UAE deal with different sets of regulations: from their law society and UAE Rulers Court?
- What would be required to establish fair competition?
- Does marketing contradict with our professional ethics

**Jasamin Fichte**, Managing Partner, **Fichte & Co**, UAE



[www.iirme.com/law](http://www.iirme.com/law)



## GENEROUS DISCOUNTS

We know that conference budgets are small or non-existent this year. With this in mind, we have significantly decreased the attendance price to enable you to attend.

You can book early (saving you **US\$ 1,095!**) for the one-day jam packed conference plus two highly specialized and in-depth workshops for US\$ 2,190. Or you can choose which day to attend for lower prices. Please don't let the pricing be an obstacle to attending! Call us now on + 971-4-3352437 to discuss!

### 15:15 Using Innovation To Attract And Gain Business From New Sources, Contacts And Clients

- Analysing your style of service to ensure it drives business development
- Revising billing models to adapt to new clients
- Empowering partners to network and gain new business
- Research and planning to support pitches

**Tim Meredith**, Director of Business Development – Gulf Region, **Baker & McKenzie**, UAE

15:45 Afternoon Networking Session

### 16:00 Linking Business Development Activity To Tangible Results

- Where should we focus our spending? What is most effective?
- How can we measure results?
- How should we communicate results?
- Different strategies for larger vs. smaller firms

**Sarah Green**, Business Development Manager – Middle East, **Simmons & Simmons**, UAE

### 16:30 Strategy And Planning For The MENA Region

- Researching and planning your firm's growth and business development initiatives early on
- Which partnerships and relationships will drive your business forward?
- Selecting the appropriate regions, sectors, markets and areas based on demand and your strength areas
- Building the right multi-cultural teams to service international and regional clients

**Jochen Hundt, LL.M.**, Partner – Head of International, **Al-Soaib Law Firm**, KSA

### 17:00 What Are The Short And Long Term Expectations From Our Law Firm?

- What are the elements needed to provide a seamless service to clients?
- Engaging in superior client relationship management: really knowing your client's objectives, values, company strategies and culture to strengthen relationships, deliver significant added value services and become central to their success
- How to perfectly identify, meet and seamlessly deliver clients' requirements in the region

**Dr Lee Celand**, Legal Director, **Omniyat Properties**, UAE

CLIENT PERSPECTIVE

17:30 Chairman's Final Remarks And Close Of Conference

“*IIR strikes back again! World class. The interactive exchange of valuable ideas and views dominated the event. Revolutionary concepts for those seeking radical change to new ways of looking at business in today's information age. IIR, great effort! Thanks!*”

**Tariq Bashawri**, Planning Analyst, **Saudi Aramco**, KSA

“*It added value to us as professionals and simultaneously brushed up our basics – well drafted programme and presented beautifully*”

**Yusuf Shaikh**, Asst. Management Accountant, **Dubai Ports Authority**, UAE



[www.iirme.com/law](http://www.iirme.com/law)



“Very good  
– invaluable  
networking!”

Christopher Elleston  
Legal Consultant  
Eversy Legal Consultancy, UAE

**A FORUM NOT TO  
BE MISSED**

The earlier you register  
for **Business Development  
For Law Firms** the more  
savings you will enjoy!  
Call us now on  
**+971-4-3352437!**

## WORKSHOPS

**Pre – Conference Workshop A  
Sunday 22 November, 8.30 – 14.30**

### Creating Legacy Clients

**Strategies for strong client relationships, retention  
and growth**

#### Introduction

The aim of this essential workshop will be to examine and evaluate the key strategies to create a cycle of client relationship excellence through analysis of client expectations, continuous delivery to needs, gaining essential feedback and adding value beyond standard levels of service.

#### Topics covered will include:

- Developing a business and CRM strategy that supports your client relationship programme
- CRM systems to drive client retention
- Setting up client service which delights the client from the first day
- Making client relationship meetings a keystone of client service
- Staying one step ahead of client expectations and demands
- Keep abreast of the changes in your clients
- Building and living your brand through client relationships
- Developing skills and confidence in lawyers to excel in CRM

#### Lead Facilitator:

**Dr. Gwenllian Williams**, Director,  
**deWinton-Williams Consulting Ltd**, UK

#### Legal Perspective:

**Clinton Swan**, Head of Business Development & Marketing,  
**Clyde & Co Middle East**

**Larry Archer**, Head of HR,  
**Clyde & Co Middle East**

**Post – Conference Workshop B  
Tuesday 24 November, 8.30 – 14.30**

### Actionable Plans for Identifying and Developing Strategic Clients

#### Introduction

Attending this half-day interactive workshop will equip you with the knowledge and tangible tools to create a strategic client framework and develop targeted action plans for the small number of high-value clients on which the future of your firm depends. You will be able to implement this learning immediately on your return to the office.

#### Topics covered will include:

- Taking a strategic perspective to understand your client base better
- Making positive choices about where to focus your client development energies to ensure that finite human and financial resources deliver the best possible return for your firm
- Positioning your firm and its services to maximise your chances of success
- The fundamentals of a strategic client approach and development plan
- Tools to help you understand client preferences, competitor activities and your strengths
- Putting in place a plan that is more than rhetoric – an actionable business development plan that is realistic and able to be implemented
- Driving the initiative, creating ownership and engaging partners in the process to ensure a culture of strong client development throughout the firm

#### Lead Facilitator:

**Andrew Hedley**, Founder,  
**Hedley Consulting**, UK

**Tel:** 971 4 335 2437 **Fax:** 971 4 335 2438 **Email:** [register@iirme.com](mailto:register@iirme.com)

## FIVE WAYS TO REGISTER

-  971-4-3352437
-  IIR Holdings Ltd. P.O Box 21743 Dubai, UAE
- GCS/IIR Holdings Ltd. P.O Box 13977 Muharraq Kingdom of Bahrain
-  971-4-3352438
-  [www.iirme.com/law](http://www.iirme.com/law)
-  [register@iirme.com](mailto:register@iirme.com)

### SAVE

### CALL

**15%**

4 – 5 participants

**20%**

6 – 7 participants

**971-4-3352437**

for on-site options

Business Development For Law Firms	Fee Before 21 October 2009	Fee After 21 October 2009
<b>Entire Event (Conf + 2 Workshops)</b>		22 – 24 November 2009
<input type="checkbox"/> Non Residential	US\$ 2,190	US\$ 2,290
<input type="checkbox"/> Residential	US\$ 2,640	US\$ 2,740
<b>Main Conference</b>		23 November 2009
<input type="checkbox"/> Non Residential	US\$ 1,195	US\$ 1,295
<input type="checkbox"/> Residential	US\$ 1,345	US\$ 1,445
<b>Workshops Select: <input type="checkbox"/> A <input type="checkbox"/> B</b>		22 & 24 November 2009
<input type="checkbox"/> Non Residential		US\$ 995
<input type="checkbox"/> Residential		US\$ 1,145

Residential packages are available which include up to 3 nights stay in 5 or 4 star deluxe hotel during the conference and workshop periods. Please refer to terms and conditions on [www.iirme.com/hotel](http://www.iirme.com/hotel) or call us on + 971-4-3352437 to book or for more information on our residential packages (only for Dubai).

## DELEGATE DETAILS

Name: .....  
 Job Title: ..... Email: .....  
 Tel: ..... Fax: ..... Mobile: .....

Name: .....  
 Job Title: ..... Email: .....  
 Tel: ..... Fax: ..... Mobile: .....

Name: .....  
 Job Title: ..... Email: .....  
 Tel: ..... Fax: ..... Mobile: .....

Name: .....  
 Job Title: ..... Email: .....  
 Tel: ..... Fax: ..... Mobile: .....

## COMPANY DETAILS

Company: .....  
 Address: .....  
 Postcode: ..... Country: .....  
 Tel: ..... Fax: .....  
 No. of employees on your site:  
 1000+  500-999  250-499  50-249  0-49

YES, I would like to receive information about future events & services via e-mail .....

To assist us with future correspondence, please supply the following details:

Name of the Department Head: .....  
 Department: ..... Mobile: ..... Email: .....

Training Manager: .....  
 Department: ..... Mobile: ..... Email: .....

Booking Contact: .....  
 Department: ..... Mobile: ..... Email: .....

5% ( ) =

## SIGNIFICANT SAVINGS!!!

For further information on current promotions and Group Discounts please contact Raveena: +971-4-335 2483 [r.devnani@iirme.com](mailto:r.devnani@iirme.com)

All registrations are subject to our terms and conditions which are available at [www.iirme.com/terms](http://www.iirme.com/terms). Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

## Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

### Card Payment

Please charge my credit card:  
 Visa  Mastercard  American Express

### Card Number:

Exp. Date: ..... / ..... / .....

Name on Card: .....

Signature: .....

## Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a \$200 administration charge. Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.

## Avoid Visa Delays - Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process. All registration are subject to acceptance by IIR which will be confirmed to you in writing.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

## Event Venue:

Dusit Thani Hotel, Dubai, UAE  
 Tel: 971 4 3433333

### Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:  
 Tel: +971-4-4072693  
 Fax: +971-4-4072517  
 Email: [hospitality@iirme.com](mailto:hospitality@iirme.com)