One-day masterclass
30 October 2007, London

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Managing Partner magazine presents

Managing **client relationships** in law firms



CREATE LOYAL CLIENTS, CHANGE CULTURES AND GENERATE PROFITABLE REVENUE STREAMS

One day masterclass

facilitated by

Andrew Hedley

Hedley Consulting

Delegates will learn how to:

- Adopt a systematic approach to developing a deeper understanding of clients' requirements,
- Build a client-centred ethos within their organisation
- Structure appropriate systems and processes to support their efforts
- Develop effective key client management plans and teams
- Add extra value to their services that differentiates their firm from the competition
- Engage their people in an effective change programme

Researched by:

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Managing **client relationships**

WHY THIS EVENT?

All firms are good at developing their clients, right? Wrong!
All professionals put their clients at the centre of what they do, right? Wrong!
All firms have systems to make life easy and to keep clients happy, right? Wrong!

Whilst the concept of being excellent at client relationship management has been lauded for some time, the perception of many clients is that things have not improved greatly. There is still significant advantage to be gained, perceptions changed and profitable revenue streams created by firms that have a structured approach to developing client relationships. This means much more than trying (often unsuccessfully) to impose systems on busy professionals. It goes to the heart of the way everyone in the business understands what it is that the firm is trying to achieve and their own role in reaching this goal. It is also reflected in the way in which the firm goes to market and manages its touch points with its clients.

AIMS OF THE MASTERCLASS

To provide delegates with practical skills and strategies to build broad and deep relationships with their clients. Delegates will be given tools to create a better understanding of what clients want, how to build improved performance within their firm and create competitive advantage in the areas that matter most. market and manages its touch points with its clients.

ABOUT YOUR FACILITATOR

Andrew helps leaders to create actionable strategies, develop their brands, enhance client relationships and manage change. His aim is to ensure that vision, strategy, operations and communications are closely aligned.

An architect by profession, Andrew has an MA addressing marketing within the professions and, in 1992, completed an MBA focusing on strategy in professional firms. He has approaching twenty years experience of managing and advising professional service firms including ten years in the legal sector. Prior to establishing Hedley Consulting, Andrew spent nine years as the Business Development Director of two major international law firms following a four year period as MD of an architectural practice.

Andrew is a member of the Advisory Board of Managing Partner magazine and Legal Marketing magazine as well as sitting on the judging panel of both the Legal Marketing Awards and the MPF European Practice Management Awards, the UK's two most high-profile and widely recognised awards for achievement in professional services management and business development.

He is a Director of the Managing Partners' Forum's Strategy Panel and the Course Director for the Cambridge Marketing College CIM Professional Diploma in Professional Services.

Andrew is an accomplished speaker and writer. More details of his work can be found at **www.hedleyconsulting.com**.

AGENDA: TUESDAY 30 OCTOBER 2007

09:00 Registration & refreshments

09:30 Getting to know each other

09:45 The rise of relationship management
The last ten years have seen a paradigm shift in the relationship between lawyers and their clients. The expectation of technical competence is a given and service issues define effective relationship management. Understanding the forces driving these changes and how firms can respond to an increasingly complex and dynamic environment holds the key to designing an efficient and effective approach to relationship management.

10:30 Understanding culture & achieving buy-in
Without buy in across the firm, at both senior and junior levels, effective implementation of any programme is challenging at best. How does the culture of your firm support or block its relationship management objectives? How can you get buy-in to the programme?

11:00 Morning coffee break

11:15 Understanding what matters to your clients
Too many firms spend too much time and money investing in the things that the client wants or the things that are important to the firm. Understanding what really matters will ensure that investment priorities are targeted and progress measured on the basis of what is important rather than what is easy to measure.

12:00 The principles of key client management
In a mature market, a focus on the small number of clients who are of disproportionate importance to the future of the firm is crucial. Understand the principles of key client management and how they can be applied to your situation.

13:00 Networking lunch break

14:00 Developing appropriate systems
Without sensible systems to support your programme, success is unlikely. But lawyers hate systems and cry bureaucracy at any opportunity! Choosing what is key and what can be jettisoned in designing your support systems will help to ensure a successful implementation.

14:45 Making change happen in practice
Understand why change is difficult and what aspects are particularly challenging for lawyers. Initiate a change programme by following best practice methods to maximise the benefits for your firm.

15:30 Afternoon coffee break

15:45 Creating a framework for integrated CRM

Great relationship management is about providing class-leading business development, marketing, service delivery and satisfaction measurement. However, to leverage these assets effectively, a framework is needed to maximise synergy and minimise duplication of effort.

16:45 Recap & action planning
What are your stretching but realistic objectives? What is the longer term plan and what can you start to do tomorrow to make a difference in your firm?

17:00 Close of masterclass

Managing **client relationships**

A ONE-DAY MASTERCLASS

30 October 2007, London

BOOKING REF: **789-07**

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Job Title ______

Department

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WAYS TO REGISTER

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Contact Paul Connelly on +44 (0)20 8785 5910 or e-mail pconnelly@ark-group.com

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For more information please contact Rachel Reasbeck, Head of Event Production: rreasbeck@ark-group.com