

2

Two-day conference  
1-2 October 2008, London

Book before 29 August 2008 to  
receive your **10% early bird discount**

\*To claim your CPD hours for the conference, please quote ANS/ARCO

Managing Partner magazine presents the **9th annual**

# Strategic marketing for the legal profession

Maximising the impact of marketing and BD  
in a challenging climate



Includes expert  
contributions from:

Aaron & Partners LLP

Beachcroft LLP

Brethertons LLP

Charles Russell LLP

Dickinson Dees LLP

Irwin Mitchell

Lester Aldridge LLP

Maclay Murray & Spens LLP

Russell Jones & Walker

Stephenson Harwood

Withers LLP

Wedlake Bell

Withy King solicitors

## A two-day conference designed to help you:

- » Focus on excellence in client service
- » Secure ongoing support for the department and its activities
- » Harness the power of effective branding
- » Create a sound platform to face current and future challenges
- » Reap maximum effect from your budget
- » Network and benchmark with your peers

### Who should attend?

Directors/Heads/Managers of:

- » Marketing
- » Business Development
- » Communications
- » Strategy
- » PR

**Plus leaders of the business who  
play a key role in firm marketing  
strategy, such as:**

- » Managing Partners
- » Heads of Operations
- » Heads of Practice
- » Heads of Administration



Researched by:

**ManagingPARTNER**  
**LegalMarketing**

### 4 easy ways to register

tel: 020 8785 2700  
fax: 020 8785 9373  
email: [events@ark-group.com](mailto:events@ark-group.com)  
web: [www.ark-group.com](http://www.ark-group.com)

## Why this event?

Marketing and business development teams are undeniably facing tough times. The credit crunch and ensuing economic turmoil have led law firms to rein in their spending, and the marketing department is often one of the first places to suffer. Under these circumstances, it is critical that you are able to demonstrate the value marketing brings to the firm and maximise the benefit of a strong relationship with the partnership.

However, tackling these topical pressures must also be balanced with handling the perennial challenges of law firm marketing and business development. *Managing Partner's* research showed that providing excellent client service remains at the top of the agenda but that the strategies for achieving this can vary significantly from firm to firm. Whatever your views, don't miss the opportunity to hear from our client panel about what they really value in their relationships with their external counsel.

Packed with case studies, real-life experience, practical tips and networking opportunities, this conference provides an excellent forum to learn from your peers.

### 09:00 Registration and refreshments

### 09:30 Chair's opening remarks

### 09:40 Business development, in the true sense of the words

- » Narrowing the gap between traditional perceptions of law firm marketing and today's reality
- » Aligning marketing strategy with the firm's blueprint for growth and development
- » Using marketing expertise to pinpoint business areas with growth potential

**Ian Powell**, Business Development Director, **IRWIN MITCHELL**

### 10:20 Maximising your marketing strategy in a downturn

- » Prioritising: where will your marketing spend have most effect?
- » Exploiting the potential of e-comms for effective, tailored marketing
- » Personalising service delivery to demonstrate the value of your services
- » Making your client your primary focus

**Hilary Gladwell**, Head of Marketing, **WITHY KING SOLICITORS**

### 11:00 Morning coffee break

### 11:30 What a marketer needs to know about the Legal Services Act (LSA)

- » An introduction to the LSA and how it could change the legal marketplace
- » Raising the bar for standards and expectations of client service
- » How new entrants will increase the need for differentiated and clear marketing and branding
- » Why you need to act now

**Andrew Hoe**, Marketing Director, **RUSSELL JONES & WALKER**

### 12:10 Making your brand work for you

- » Understanding what brand is
- » Choosing a brand; identifying your firm's personality and ethos

- » How is your brand going to get you more business?
- » Exploiting the potential of brand to bring a sense of unity to the firm

**David Sanders**, Director of Marketing, **MACLAY MURRAY & SPENS LLP**

### 12:50 Networking lunch break

### 13:50 Getting to grips with internal communication

- » Helping the workforce to understand marketing and marketing activities
- » 'Internal marketing': spreading the message about brand, ethos and aims
- » Understanding and working with 'circles of influence' in the partnership structure

**Helen Prosser**, Business Development & Marketing Director, **LESTER ALDRIDGE LLP**

### 14:30 Afternoon coffee break

### 15:00 Focus on Client Relationship Management (CRM) and Key Account Management (KAM)

A unique opportunity to compare and contrast strategies in two very different firms.

- » How do you find out what your clients want and how satisfied they are?
- » Moving from planning to execution; delivering on your action plan
- » Overcoming the cultural challenge; shifting the focus to client service and relationship management
- » Keeping an eye on the competition
- » Obstacles to CRM and KAM in our firm and how we overcame them

**Case study 1: Justine Rennie**, Head of Marketing & CRM, **BRETHERTONS LLP**

**Case study 2: David Irvine**, Head of Client Development, **STEPHENSON HARWOOD**

### 16:20 Chair's closing remarks

### 16:30 Close of day one

# DAY 2 Thursday, 2 October 2008

09:00 Registration and refreshments

09:30 Chair's opening remarks

09:40 Being different means being bold

- » So you're not different... then how do you differentiate yourself?
- » Overcoming resistance: tackling the risk-averse nature of lawyers
- » Creativity in law firm marketing: does it work?!

**Nigel Sprunt**, International Marketing Director,  
**WITHERS LLP**

10:20 Panel discussion: The client perspective

- » The best and worst things about working with law firms
- » Factors to consider in panel reviews
- » What we'd like in terms of 'added value'
- » What drives us to stay with a firm: price, history, exceptional service, individual relationships?

**Panellists include:**

**David Symonds**, Deputy General Counsel, **TYCO EMEA LEGAL**

**Debbie Adams**, Director of Law & Governance, **LONDON DEVELOPMENT AGENCY**

**Facilitated by:**

**Nathan Butcher**, Partner, Head of Marketing & Business Development Group, **BEACHCROFT LLP**

11:00 Morning coffee break

11:30 Getting into shape: organisational structures, integration and the role of marketing

- » Structures that steer business strategy
- » Harnessing support team synergies to maximise marketing success
- » Marketing: are you supporting or leading?

**Andy Duxbury**, Chief Executive, **AARON & PARTNERS LLP**

12:10 A fresh perspective: Marketing and business development outside the legal profession

An opportunity to learn from the experiences of international business advisers and accountants Mazars LLP.

- » The role and profile of marketing in the organisation

- » The biggest obstacles we face in executing marketing strategy
- » Key Account Management
- » Demonstrating return on investment (ROI)

**Derek Klyhn**, Marketing Director, **MAZARS LLP**

12:50 Networking lunch break

13:50 The partner perspective: optimising the partner/BD relationship

- » Tips for winning partner buy-in to marketing and BD activities
- » Communicating expectations
- » What particular support and assistance do partners really value?
- » Fostering commercial awareness among partners

**Neil Warwick**, Partner, **DICKINSON DEES LLP**

14:30 Afternoon coffee break

15:00 Using the firm's website as a core marketing tool

- » How do you make your website more than just an information repository?
- » Website optimisation: reviewing functionality, accessibility and content
- » Exploring podcasts, webinars and other new technologies
- » Using your online presence to deliver competitive advantage

**Nana Noi**, Head of Business Development and Marketing,  
**WEDLAKE BELL**

15:40 Demonstrating ROI: metrics for evaluating marketing's contribution to the firm's success

- » Defining marketing/BD's objectives and what constitutes 'success'
- » Evaluating the most appropriate metrics for demonstrating ROI
- » What are you seeking to illustrate or prove, and to whom?

**Rolland Keane**, Marketing Director,  
**CHARLES RUSSELL LLP**

16:20 Chair's closing remarks

16:30 Close of conference

## ADVISORY BOARD

This event has been validated and researched with a broad range of marketing and BD professionals from across the legal sector. 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 input:

**Maj-Britt Arhelm**, Marketing Manager, **SETTERWALLS**

**Charles Olney**, Head of Business Development & Marketing, **ASHFORDS**

**Miranda Best**, Head of Marketing, **THOMSON SNELL & PASSMORE**

**Rosemary Hall**, Senior Marketing Manager, **MORRISON & FOERSTER**

# Strategic marketing for the legal profession

Two-day conference  
1-2 October 2008, London

Booking ref: 1066-08

## DELEGATE DETAILS

Title {Mr, Ms, Mrs}  First Name

Family Name

Job Title

Department

Company Name

Address

Postcode

Town Country

Tel No  Fax No

E-mail

Signature

I have read and understand the cancellation policy and agree with the terms and conditions

PLEASE PHOTOCOPY THIS FORM TO REGISTER FURTHER DELEGATES

## DELEGATE FEES

Two-day conference £ 1,245 +VAT/ € 1,680 +VAT

## HOW TO PAY (please tick the relevant payment option)

CREDIT/DEBIT CARD

Card Number:

Expiry date:

Issue Number (for switch):   Valid from:     Amount GBP:

CHEQUE

Please find enclosed a cheque for the amount of GBP   
made payable to Ark Conferences Ltd

PLEASE INVOICE ME  Sterling  Euro

## BOOKING CONDITIONS

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
  - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
  - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
  - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether UK or overseas will be charged UK VAT
- The prices quoted in Euros are the correct conversion rate at the time of print
- \*This offer cannot be used in conjunction with any other Ark Group promotion or offer.
- Ark Group reserves the right to reject any booking at any time prior to the event, without explanation.

## DATA PROTECTION

Your details will be added to the Ark Group database in order to process your booking and inform you of related Ark Group events and publications. If you do not wish to receive any further information or special offers from us please contact us. Ark Group is a division of Wilmington PLC whose subsidiaries may also wish to inform you of relevant products and services, if you do not wish to receive this information please tick here.

We will not sell your information to others but we may make your details (excluding email) available to companies we work closely with and whose products we think may be of interest. If you do not wish your details to be made available to third parties please tick here.

## PLEASE NOTE

Ark Group cannot be responsible for assisting potential delegates in obtaining visas to the country in which this event is being held. Delegates are responsible for their own travel, accommodation and visa requirements.

## WAYS TO REGISTER

- Fax: this form on +44 (0)20 8785 9373
- Tel: +44 (0)20 8785 2700
- E-mail: events@ark-group.com
- Online: www.ark-group.com
- Post to: Marketing Department,  
Ark Group  
266/276 Upper Richmond Road  
London SW15 6TQ, UK

## TO SAVE MONEY ON THIS CONFERENCE

- Book before 29 August 2008 to claim your 10% early bird discount\*
- Book in groups, please call for a group discount
- Take out a subscription to *Managing Partner* or *Legal Marketing* magazine and receive a 10% discount

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

To claim your CPD hours for the conference, please quote ANS/ARCO

## CAN'T MAKE THE EVENT?

Event media is available containing speakers' slides and biographies in various formats. Choose from:

- Hard copy documentation (black & white) - £350+VAT/€473+VAT
- CD-ROM (single-user license) - £395+VAT/€533+VAT
- CD-ROM (site license) - £1,185+VAT/€1,600+VAT
- CD-ROM with Audio (single-user license) - £545+VAT/€736+VAT
- CD-ROM with Audio (site license) - £1,635+VAT/€2,207+VAT

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

## HOTEL & ACCOMMODATION

Please contact us if you require assistance with finding accommodation.

For more information, please contact  
**Anton Ersare, +44 (0)20 8785 5941** or  
e-mail: **aersare@ark-group.com**

## EXHIBITION & SPONSORSHIP OPPORTUNITIES

Are you interested in sponsoring or exhibiting at this event?

For further information please contact  
**Dipa Patel, +44 (0)20 8785 5918,**  
or e-mail: **dipapatel@ark-group.com**

## TRAINING COURSES

Ark Group can provide bespoke training courses on any of our conferences.

For more information please contact  
**Katie Whatmore, Head of Event  
Production: kwhatmore@ark-group.com**