



ONE-DAY CONFERENCE

TUESDAY 24 APRIL 2018

IET AUSTIN COURT, BIRMINGHAM

Legal Practice Management 2018 conference

09.00 Registration and coffee

09.30 Welcome and opening address

Joanna Kingston-Davies, group chief operating officer, Jackson Lees

09.35 How can SME firms recruit and retain the best people?

- Competing with other firms and legal-resourcing businesses that offer higher salaries, more flexibility and better career opportunities
- How can you make your firm more enticing than any other?
- Engaging with the right people at the right level
- The challenges of recruiting for specific work types when the supply is low
- How might changes to the qualification route affect how people recruit into law firms?

Brian Cullen, group chief executive officer, Jackson Lees

10.10 (Panel) Examining the best ways to resource SME firms to ensure future law firm sustainability

- The pressures the traditional law firm partnership model is facing and why it's not fit for purpose
- Which models will ensure future law firm sustainability?
- How do other firms structure their practice groups and allocate resources appropriately?
- What's the right balance of qualified and non-qualified staff?
- How much will resourcing be driven by paralegals or people from other qualification routes?
- How do we provide the best admin support for lawyers in our firm – technology or people or both?
- How can firms adapt the partnership model, structures and services with workforces that can be resistant to change?

Chair: Joanna Kingston-Davies, group chief operating officer, Jackson Lees

Edward O'Rourke, chief executive officer and partner, Ashtons Legal

Mary Bonsor, co-founder, F-LEX

Simon Goldhill, founder and director of strategy, Metamorph Law

10.50 How, through culture, you deliver the best customer service

- How Money Penny has created a culture that puts them in the top five of the Sunday Times '100 Best Companies to Work For' list
- How creating an environment people want to be in leads to happier clients and business success
- Manifesting culture into bricks and mortar
- What good looks like in terms of inspiring and motivating your teams

Claire Smith, head of business development, Money Penny

11.10 Coffee break and elevator pitches from our suppliers and service providers

11.40 **Streamed sessions**

Delegates may choose to attend one of the following two streams:

STREAM ONE

Law firm succession planning and the millennial generation

- How much involvement do younger generations want in the operation, structure and growth of a law firm? How much motivation do they have for running a business?
- Encouraging them to get involved in planning and growing businesses
- Preparing young directors or partners for succession – what are the options or routes?
- What if your trainees don't want ownership or to be made equity partners? What's going to happen to the next generation? How is the top generation going to get out?
- How can you tie people in for peace of mind?
- How do you manage that cycle of development and plan for succession?

Sara Duxbury, business psychologist, Carter Corson

STREAM TWO

(Panel) Emerging risks for the firm of the future and their impact on PII

- Back to the future – in the new world of agile working, how do we avoid regressing back to our old habits of working in silos?
- The robot revolution – can we trust technology and where does liability fall?
- Acquiring or selling – two sides of the same coin? When expanding your business, what skeletons could be in the closet?
- Regulation restriction – in a world of increasing regulation, what onus is on you to ensure you cover all the bases? Eg GDPR

Chair: Paul Bennett, partner professional practices and employment, Aaron and Partners

Gemma Garen, head of quality and compliance, Ellisons

Paddy Synnott, client adviser, Miller Insurance Services

Paul Smith, senior risk consultant and lawyer, Travelers

12.10 5 minutes to move between rooms

12.15 **Streamed sessions**

Delegates may choose to attend one out of the following two streams:

STREAM ONE

(Panel) Managing millennial career development and progression and changing attitudes to work

- What do younger generations want in terms of career progression? Are they still aspiring to be partners?
- How are titles perceived by younger generations? How can you ensure your staff feel valued regardless of title?
- Enticing millennials on the quickest route to partnership
- Offering alternative career paths
- Managing the millennial approach to work-life balance - what does this mean for the business?
- Engaging the modern workforce and creating the right environment for them to develop and your business to thrive

Chair: Sara Duxbury, business psychologist, Carter Corson

Paul Blake, chief operating officer, DQ Advocates

*Rita Leat, chief executive, Institute of Paralegals and managing director, Professional Paralegal Register
Emma Sell, practice manager, Brahams Dutt Badrick French*

STREAM TWO

Adopting a culture of change and managing lawyers' resistance to change - a change journey case study

- Coping with the accelerating pace of change in the legal market
- How can firms drive change with workforces that can be very traditional in mindset?
- Influencing decision makers to think differently and secure and maintain engagement on your change journey
- Aligning your firm's culture and values and adapting or changing its culture
- Preserving your uniqueness and USP during times of change
- Changing the strategic direction of a traditional law firm

Sarah Perry, managing partner, Wright Hassall

12.45 Lunch

13.45 Slido session

14.00 Facilitated roundtable discussions

Two 30-minute sessions – delegates may choose any two out of the following:

ROUNDTABLE ONE

Using metrics and technology to support and drive behavioural and cultural change

- Aligning metrics with the behaviours that you want to change
- The key attributes of metrics that will drive action
- Putting theory into practice – law firm case studies on: alignment of KPIs, balanced measures; predictive indicators, monitoring risk and measuring marketing

Graham Moore, managing director, Katchr

ROUNDTABLE TWO

The cloud approach to compliance: building secure solutions in the cloud and core guidelines to stay compliant

- Private v public cloud: what's the difference?
- Scope of responsibility (ie cloud vendor v customer)
- Cloud security concepts
- Challenges in achieving ISO2700 and GDPR compliance
- Continuous compliance

James Letley, CTO, LayverV – a Pulsant company

ROUNDTABLE THREE

Ensuring your firm is GDPR compliant

- Six steps to GDPR compliance
- What have you forgotten? A data-protection checklist
- Training your workforce on GDPR and ensuring firm-wide compliance
- Ensuring you remain compliant after May 2018

- GDPR in practice - workplace scenarios to test and improve your knowledge

Paul Bennett, partner professional practices and employment, Aaron and Partners

ROUNDTABLE FOUR

A dynamic legal finance landscape – are you change-ready?

- With 'will they, won't they?' consultations, new regulations and a continuing need to manage and interpret the firm's data and performance, many law firm managers are puzzling over what to prioritise next
- Continuous change is the new norm but the probability of change success for most projects is as low as 30% - so how do law firms ensure they are agile, adaptable and able to effectively implement their strategies?
- This session will shed light on the latest financial hot topics and give you a valuable new model to improve your probability of successfully implementing change

Ross Prince, partner, professional practices and Ian Johnson, director, professional practices, Crowe Clark Whitehill

15.05 Coffee break and elevator pitches from our suppliers and service providers

15.35 (Panel) Keeping up with advancements in technology and using technology that works for your clients and the firm

- What are the latest IT developments, not just in the legal market but that the legal market can take advantage of?
- What effect could these developments have on your business?
- Using technology that will work for SME firms and their clients
- Investing in IT and upgrading your systems and infrastructure, because clients are more savvy about which systems your firm is using
- How can SME firms keep up to date with innovation in IT?

*Chair: Jane Pritchard, founder and consultant, elawvate
 Ian Bond, director and head of trusts and estates, Talbots Law
 Scott Bozinis, chief executive officer, InfoTrack
 Eddie Harrison, head of business optimisation, Lowell Solicitors
 Alex McPherson, partner and co-founder, Ignition Law*

16.15 Sustaining and growing your firm in an increasingly competitive landscape

- What stops law firms growing?
- What is the right size for a firm to enable it to compete, be sufficiently agile and adapt to change?
- How can firms retain and grow their market share?
- Identifying new profitable areas or sectors
- How do you move into a new area or sector, what steps do you take and what are the implications, risks and pitfalls?
- What other income opportunities are out there for law firms?

Bernard Savage, director, Tenandahalf

16.55 Thank you and closing address

Joanna Kingston-Davies, group chief operating officer, Jackson Lees

17.00 Close of conference