



# ONE-DAY CONFERENCE

## THURSDAY 17 MAY 2018

### HOLIDAY INN, MANCHESTER

## Legal Practice Management 2018 conference

### 09.00 Registration and coffee

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#### 09.30 Welcome and opening address

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

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#### 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*

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#### 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*

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#### 10.50 Cyber and information security - how to survive in the age of cyber threats

- Expect not if your firm will be compromised, but rather when - how can you move to an active defence model?
- Cyber-resilience as an enabler of competitive advantage for law firms in a hyper-connected digital economy
- Mitigating risk by anticipating attacks, responding to them in real time, setting traps to contain them, and protecting assets according to their value
- Increasing your firm's protection from the most common types of cyber crime

*Andy Miles, founder and CEO, ThinkMarble*

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

### 11.40 Stream 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) 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*

*Adam Bullion, head of marketing and product, InfoTrack*

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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 innovation 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**

- Identifying behaviours that you wish to change
- What are the key things law firms need to be measuring in order to drive behavioural change?
- What key performance indicators and critical success factors should firms be implementing?
- Putting theory into practice; examples of law firm case studies

*Michael Pawley, finance director, Proficio Solutions*

### **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.

*Martin Palmer, enterprise business manager, Pulsant*

### **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, Aaron and Partners*

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

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##### **15.35 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*

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##### **16.05 Thank you and closing address**

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

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#### **16.10 Close of conference**

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