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Director,
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VANESSA UGATTI
The True
Worth Expert
and author
of bestseller
True Worth



GARY GALLEN
Founder and
CEO, radar

AGENDA

09:00-09:45 Breakfast and registration

09:45-09:50 Chair's opening remarks

Rupert Collins-White, LPM

09:50-10:05 Delegate ice breaker and speed networking

Including an introduction to our first ever practice management awards, in association with the ILFM

SESSION ONE: INDUSTRY CHANGE AND THE CLIENT

10:05-10:30 Morning keynote: How to charge what you're worth and get it

Are your fee earners underestimating, discounting or over-servicing clients and therefore not getting paid what they're truly worth?

Vanessa Ugatti, The True Worth Expert and author of Amazon bestseller True Worth

10:30-10:50 What technologies are changing the shape of legal services?

Early results from LPM's annual Legal IT landscapes research revealed

Rupert Collins-White, LPM

STREAM SESSIONS - DELEGATES WILL PICK ONE STREAM TO ATTEND

10:50-11:20 Stream one

What lessons can be learned from outside the legal sector to improve your clients' experience?

- What can law firms learn from retail and online businesses about client engagement?
- How failing to understand your customer experience is losing you money
- Designing your shop window: service-focused ways to differentiate your firm
- Do law firms understand how to manage business development?

Bernard Savage, director, Tenandahalf

10:50-11:20 Stream two

How new firms in the market are revolutionising the way clients seek legal advice

Gary Gallen, founder and CEO, radar

11:20-11:50 Networking and refreshments break

SESSION TWO: FINANCE FUTURES - DELEGATES WILL PICK ONE STREAM TO ATTEND

11:50-12:20 Stream one

Panel: Mergers and consolidation

- Will this be the only viable way to invest in and grow your firm?
- To what degree will SME firms engage in consolidation over the next five years?
- What are the criteria for a successful merger?
- What are the alternative ways to finance growth?

Led by: Kayli Olson, editor, LPM magazine

Simon Goldhill, founder and director of strategy, Metamorph Law

Andrew Roberts, managing director, Ampersand Legal and chairman, Association of Law Firm Merger Advisers

11:50-12:20 Stream two

Are law firms in denial about their profitability?

- Managing cashflow: are your partners treating your accounts like a bottomless pit of money?
- Why a strong managing partner needs to listen to the finance agenda
- Practical ways of equipping your employees with the right kind of financial knowledge

Tim Nash, CFO, Edwin Coe

12:20-13:20 Networking lunch



TIM NASH
CEO,
Edwin Coe



SIMON GOLDHILL
Founder
and director
of strategy,
Metamorph
Law

13:20-13:40 Afternoon keynote: Offering a leg up to SME customers – banking and raising finance

- Early engagement with your bank is key to your success – here's how
- How to ensure your finances are in order – that difficult debt communication
- Have you thought about your succession planning and how your banking partner can help?
- Can recent listings be a source of capital-raising inspiration?

Neil MacDonald, head of professional services – London, Metro Bank

**SESSION THREE:
TECHNOLOGY FOCUS – DEEP DIVE
ROUNDTABLES**

Learn about vital law firm management issues in intimate roundtable discussions. Delegates will pick two 25-minute sessions to attend.

13:50-14:50

Roundtable one

Measuring the value of investment in technology

- How can firms ensure their spend on tech is delivering a return on investment?
- How to build a strong business case for the technologies redefining how law firms work
- The value of technology, both for the firm and its clients
- How to measure both quantifiable and non-quantifiable benefits
- Forecasting and reporting the impact on the bottom line

Host: Karen Butler, sales manager, Converge Technology Specialists

Roundtable two

Not all cloud technology providers are made equal – how to demystify the cloud and create an approach that is right for your firm

- Demystifying the cloud: are you frequently hearing the term 'cloud' from legal technology vendors

you speak to? Are they doing exactly what it says on the tin? We'll start with a discussion on cloud technology and the prevalence of 'cloud washing'

- Security and reliability are necessities for all businesses but particularly law firms handling delicate client information. How do cloud vendors store and process your client data?
- How to begin building a business case for cloud at your firm:

- What approach to cloud technology is right for your firm?
- How to prepare your team and get them excited for a cloud solution
- Learn how to communicate what the impact will be, with a focus on the benefits – better security, financial savings and reliability

Host: Nick Francis, marketing manager – EMEA, Clio

Roundtable three

Riliance risk outlook 2019

- What regulatory changes are coming down the track in 2019?
- How will it affect firms?
- What actions need to be taken and when?
- How can Riliance support firms?

Host: Beth Mayman, head of risk and compliance, Riliance

Roundtable four

Client collaboration

- Why should law firms enable more client collaboration and how can they do so effectively?
- Which tools enable better responsiveness, efficiency and risk management?
- Examples from the legal market: pros, cons and impact – which could positively impact your practice?

Host: Kirsten Maslen, head of small law firms and academic, Thomson Reuters



SARA DUXBURY
Business psychologist and head of commercial, Carter Corson



NEIL MACDONALD
Head of professional services, Metro Bank

AGENDA

Roundtable five

Approaching case management software development

- The profession's approach to technology is maturing – case management software is now an established part of many successful practices. How do firms approach the delivery and management of such software?
- What are the relative strengths and challenges of developing your own case management software from a toolkit versus buying software as a service?
- How you ensure your case management software and its embedded workflows and processes stay up to date with law, regulation and best practice
- How do you prioritise the purchase or development of new features and functions?

Host: Rob Sanderson, managing director, Landmark Information Group/Ochresoft

Roundtable six

How you can make hybrid cloud work for your practice

- Discover the benefits that hybrid cloud can bring to your organisation in terms of enhanced performance, productivity and bottom line
- SLA considerations around guaranteed uptime levels, resilience and service availability
- Meeting compliance and security requirements

Host: Martin Palmer, regional sales director, Pulsant

Roundtable seven

Inefficiency for opportunity: a toolkit to assess your record management process and security

- The roadmap to an optimal record management process: compliance, business interruption and GDPR considerations
- Let's improve cost inefficiency and save
- Look at your fingertips – that's research competency within reach
- The recipe for a tech-savvy practice: equal parts knowledge and organisation – but who's going to be your trusted partner?
- A quick MOT of your processes, followed by a personalised prescription for an optimised future

Host: Natasha Rawley, The File Queen, ADDS

Roundtable eight

Getting the most from flexible and mobile working

- Technology is enabling more flexible working, driven by a desire for a better work-life balance and pressure on office space
- Attract and retain the best talent and increase your catchment area
- What are the challenges specific to a regulated environment?
- How do we manage these changes properly?
- Discuss proposed solutions and opportunities

Host: Sami Ahmed, sales manager, DPS Software

Roundtable nine

Case study: How to exercise data-driven decision making and improve performance

- Easier access to data can shine a light on hidden problems
- Using data to help inform strategic direction and increase your firm's operational and financial performance
- Engaging fee earners and the wider team through daily actionable information

Hosts: Jamie Abrahams, IT and operations director, Harold Benjamin Solicitors and Graham Moore, managing director, Katchr

Roundtable 10

The Envision methodology – why and how, not just what

- CLM v CRM – client lifecycle management, not customer relationship management
- How to align platform change to strategic goals and organisational objectives, making it not just another software solution
- Why identifying restraining forces is vital to understanding what lies behind any change
- People don't buy what you do, they buy why you do it

Host: Brian Coventry, CEO, Symphony – APS



MARY BONSOR
Co-founder,
F-LEX



LUCY PALMER
HR director,
Stephens
Scown

**SESSION FOUR:
PEOPLE PERFECTION**

15:00-15:20 Engaging your employees through employee ownership

- Successfully attracting and onboarding new employees
- The importance of collaboration and communication as a driver for retention
- Fostering a culture of reward and recognition
- Identifying and developing future leaders
- Measuring success

Lucy Palmer, HR director, Stephens Scown

15:20-16:10 Panel: The future workforce

- Graduate trainee programmes
- Including employee mental health and wellbeing in training programmes
- Training managers to deal with employee health
- Why the debate shouldn't be all about flexibility
- Can flexibility improve the bottom line?

Led by: Sara Duxbury, business psychologist, Carter Corson

Mary Bonsor, CEO, F-LEX

Henry Coates, bookings assistant, F-LEX

Alexis Lane, partner and employment solicitor, The Head Partnership

16:10-17:00 Drinks reception

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