

LPM

LEGAL PRACTICE MANAGEMENT



ONE-DAY CONFERENCE

**FOR PRACTICE MANAGEMENT
LEADERS IN SME LAW FIRMS**

Over 100 practice managers, directors, operational directors and heads of finance attend from SME firms



The Institute of
Legal Finance
& Management



Proudly announcing the launch of
LPM Practice Excellence Award, in
partnership with the Institute of Legal
Finance and Management (ILFM)

LPM SOUTH

07.02.19

The Royal Society, London



LPM WEST

24.04.19

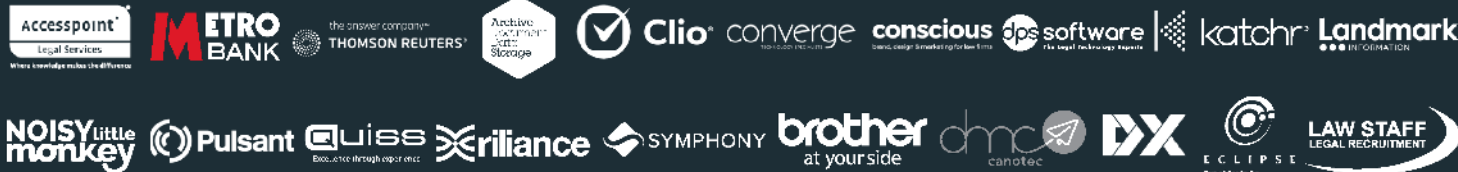
DoubleTree by Hilton, City Centre, Bristol



LPM NORTH

15.05.19

The Met Hotel, Leeds





AGENDA



BERNARD SAVAGE,
director,
Tenandahalf



LUCY PALMER,
HR director,
Stephens
Scown



GARY GALLEN,
founder and
CEO, radar

09:00-09:45 Breakfast and registration

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

Vanessa Ugatti - The True Worth Expert, coach, trainer, speaker, author finalist 2014 Venus Awards - Influential Woman of the Year

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

Including an introduction to our first ever practice management awards, in association with the ILFM
Rupert Collins-White, LPM
Richard Hill AILFM, executive council, trainer, ILFM

**SESSION ONE:
INDUSTRY CHANGE AND THE CLIENT**

10:10-10:30 Morning keynote

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

Vanessa Ugatti - The True Worth Expert, coach, trainer, speaker, author, finalist 2014 Venus Awards - Influential Woman of the Year

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 1

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 2

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 1

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?
- Simon Goldhill, founder and director of strategy, Metamorph Law*
Andrew Roberts, director, Ampersand Legal and chairman, Association of Law Firm Merger Advisers

11:50-12:20 Stream 2

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



AGENDA



TIM NASH,
CEO,
Edwin Coe

- Practical ways of equipping your employees with the right kind of financial knowledge
Tim Nash, CFO, Edwin Coe

12:20-13:20 Networking lunch

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 can your banking partner help?
 - Can recent listings be a source of capital-raising inspiration?
Neil MacDonald, head of professional services, 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



SIMON GOLDHILL,
founder and
director of
strategy,
Metamorph
Law

**Roundtable 1
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 2
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:



VANESSA UGATTI,
coach, trainer,
speaker,
author, The
True Worth
Expert

- 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, international growth, Clio

**Roundtable 3
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 4
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 SMF law proposition, Thomson Reuters



SARA DUXBURY,
business
psychologist
and head of
commercial,
Carter Corson



MARY BONSOR,
co-founder,
F-LEX



NEIL MACDONALD,
head of
professional
services,
Metro Bank

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Roundtable 5

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: Robert Sanderson, managing director, Landmark Information Group/Ochresoft

Roundtable 6

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, enterprise business manager, Pulsant*

Roundtable 7

Inefficiency for opportunity: a toolkit on how 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 8

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, senior sales manager, DPS Software

Roundtable 9

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
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



AGENDA

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?

• New platforms and inroads for legal advice

*Lead by: Sara Duxbury, business psychologist and head of commercial,
Carter Corson*

Mary Bonsor, co-founder, F-LEX

16:10-17:00 Drinks reception



REGISTER NOW!

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www.lpmmag.co.uk/conference