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Director,
Tenandahalf



VANESSA UGATTI
The True
Worth
Expert



GARY GALLEN
Founder and
CEO, rradar

AGENDA

09.00-09.30 Breakfast and registration

09.30-09.35 Chair's opening remarks

Rupert Collins-White, LPM

09.35-09.50 Delegate ice breaker and speed networking

Including an introduction to our first ever practice management awards, in partnership with the ILMF

SESSION ONE: INDUSTRY CHANGE AND THE CLIENT

09.50-10.10 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

10.10-10.40 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

10.40-11.10 Networking and refreshments break

11.10-11.35 What technologies are changing the shape of legal services?

A deep dive into the results from LPM's annual Legal IT landscapes research

Rupert Collins-White, LPM

11.35-12.00

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

Gary Gallen, founder and CEO, rradar

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

12.05-12.35 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
Chris Miller, partner, Barcan+Kirby
Andrew Roberts, managing director, Ampersand Legal and chairman, Association of Law Firm Merger Advisers*

12.05-12.35 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, CEO, Edwin Coe*

12.35-13.35 Networking lunch



TIM NASH
CEO,
Edwin Coe



SARA DUXBURY
Business
psychologist,
Carter Corson



LUCY PALMER
HR director,
Stephens
Scown

SESSION THREE: TECHNOLOGY FOCUS - ROUNDTABLES

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

13.40-14.40

Roundtable one

The definitive risk outlook for 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 Rliance support firms?

Host: Richard Beech, CEO, Rliance

Roundtable two

Inefficiency for opportunity – a toolkit on how to assess your records management process and security

- The roadmap to an optimal records 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 three

Marketing for law firms doesn't work – here's why

Traditional marketing for law firms stopped working years ago. In this interactive session, you'll learn how to direct your marketing team or agency to have a quantifiable, profitable impact on your firm and leave the session with:

- A proven marketing framework that will help you win with events, search engines and social media
- Tools and tips fee earners can use to expedite the onboarding of new clients
- Case studies for both personal and corporate practice

- A handbook packed full of further information on how to get the most from your marketing team
Host: Jon Payne, founder and technical director, Noisy Little Monkey

Roundtable four

It's all about the data, baby

Uncover the best ways your law firm can gain greater insight into data to address key business challenges.

- Measurement of realisation rates
- Understanding of costs versus billing, and greater insight into debt recovery
- Understanding matter profitability

Host: Andy Smith, business development manager, Circyl

Roundtable five

How to expand your mobile working capability securely

Mobile working is here to stay. How can your firm use the lessons from other businesses to get to grips with the risks and roadblocks involved and ensure your mobile workforce runs smoothly?

- How do you attract and retain the brightest and the best employees?
- How can you improve your employees' work-life balance?
- Is your firm one of the >50% expecting to employ more people than you have desks for?
- Above all, how can you provide the means to address these challenges yet still keep your client data secure?

Host: Martin Palmer, director and Andy Bevan, cloud specialist, Pulsant

Roundtable six

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 SME law proposition, Thomson Reuters



MARY BONSOR
CEO, F-LEX



FRANCIS GEORGE
Managing director,
Francis George Solicitors

AGENDA

14.40-15.00 Coffee run ahead of the final sessions

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

Harry Coates, bookings assistant, F-LEX

Francis George, managing director, Francis George Solicitors

Lucy Palmer, HR director, Stephens Scown

16.10-17.00 Drinks reception

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