



**LPM Conference – 10 July 2025**  
**Kings Fund, 11 Cavendish Square, W1G 0AN London**

*Agenda is subject to change*

09.00 - 09.30am	<b>BREAKFAST AND NETWORKING</b> Grab a coffee and croissant and connect with your peers!
9.30 - 9.40am	<b>WELCOME</b> <i>Reem Khurshid, editor, LPM</i>
9.40 - 10.10am	<b>ECONOMIC KEYNOTE:</b> Rising interest rates, inflation, and economic uncertainty has made legal clients increasingly price conscious at a time when law firms are navigating rising operational and financial costs amid a rapid industry transformation. Our speaker will dissect how Labour's promise to overhaul the economy is playing out, and consider the challenges – and opportunities - that SME law firm leaders must wrap into their strategic planning. <i>Dr Emily Whitehouse, School of Economics, Sheffield University</i>
10.10 - 10.25am	<b>POLLING AND VOTING</b> Have your say in our interactive Slido voting session – and set yourself up for the interactive day ahead!
10.25 - 10.45am	<b>2025 Insights for Midsize Law Firms: Strategies for Growth and Success</b> This session will dive into Actionstep's newly released <b>2025 UK Midsize Law Firm Priorities Report</b> . We'll consider the biggest challenges, emerging opportunities, and strategic priorities stemming from research of 60 UK midsize law firms and how they are shaping how law firms will operate. <ul style="list-style-type: none"><li>• How firm leaders can balance operational efficiency, profitability, and growth</li><li>• Strategies to overcome leadership challenges like securing top talent and implementing change management</li><li>• Practical approaches to mitigating risk and strengthening cybersecurity</li><li>• Plus hear from one Actionstep client's perspective on the research findings and their strategies for success in 2025 and beyond.</li></ul> <i>Oliver Tromp, regional vice president – UK, Actionstep</i>
10:45 – 11:05	<b>NETWORKING COFFEE BREAK</b>
11.05 - 11.50am	<b>PANEL: The future of the SME law firm – is consolidation the answer?</b> Increasing operational costs, fierce competition, onerous compliance requirements and a rise in technology-driven legal services means many see consolidation of SME law firms as inevitable. What are the options for SME firms looking to secure their long-term future, and what does the reality of different growth paths look like? <i>Axel Koelsch, chief operating officer, Lawfront</i> <i>Edward Gordon-Hall, chief operating officer, Druces</i> <i>Joanna Kingston-Davies, co-CEO, The MAPD Group</i> <b>CHAIR:</b> <i>Abby Winkworth, chair, leadership and management section, The Law Society</i>
11.55 - 12.35pm	<b>SPONSOR MASTERCLASSES</b> <ol style="list-style-type: none"><li>1. A cloud-first approach to the modern SME law firm</li><li>2. Adding up the true cost of inefficiency</li><li>3. Leveraging automation to improve process and workflow</li><li>4. Delivering a seamless digital client experience</li><li>5. Optimising client intake</li><li>6. Compliance: staying abreast of the regulatory tidal wave</li><li>7. Cybersecurity for the SME law firm (</li><li>8. Diversity and inclusion: a powerful recruitment tool for the SME firm</li></ol>

	9. Building the ideal tech stack 10. Simple AI wins for SME law firms (minus the price tag) 11. Seamless hybrid working for enhanced collaboration
<b>12.35 - 1.20pm</b>	<b>LUNCH BREAK</b>
<b>1.20 – 2:05pm</b>	<p><b>PANEL: Building (and keeping) talented teams</b></p> <p>Small and mid-sized law firms almost universally say they struggle to find, and keep, the talent they need to remain competitive with salary a huge barrier. Technology and culture are key ingredients – but how can firms balance home versus office working, meet the different ambitions and needs of a multi-generational workforce and build collaborative teams to deliver growth and a future-ready business?</p> <p><i>Katie Best, leadership coach &amp; consultant, visiting fellow at LSE Dept of Management</i>  <i>Colin White, managing director &amp; head of mergers, Ortus Group</i>  <i>Sarah Bond-Williams, head of HR, FBC Manby Bowdler</i>  <i>Barbri (speaker to be confirmed)</i></p>
<b>2:10– 2:55pm</b>	<p><b>ROUND TABLE DISCUSSIONS:</b></p> <p><b>Pick a topic that resonates, and share lessons and successes with your peers.</b></p> <ol style="list-style-type: none"> <li><b>1. Recruitment – realistic approaches to find (and keep) talent</b> <ul style="list-style-type: none"> <li>- Winning recruitment strategies – share success stories from your business</li> <li>- Balancing salary pressures with career opportunities</li> <li>- The role of tech in creating a modern workplace to attract talent</li> <li>- Getting the work/life balance right</li> </ul> </li> <li><b>2. AI for SME firms</b> <ul style="list-style-type: none"> <li>- What can SME firms learn from larger businesses?</li> <li>- Share examples of how you're using AI in your firm</li> </ul> </li> <li><b>3. A robust approach to risk management</b> <ul style="list-style-type: none"> <li>- Creating an effective structure, policies and processes to manage risk</li> <li>- The role for tech in risk management</li> </ul> </li> <li><b>4. Mind the gap: closing the gap between service delivery and client expectations</b> <ul style="list-style-type: none"> <li>- Understanding what your clients really want</li> <li>- Creating effective service delivery mechanisms</li> <li>- A joined-up approach to communicating with clients</li> <li>- Pricing flexibility</li> <li>- Using tech to unlock fee-earner availability</li> </ul> </li> <li><b>5. Creating a competitive advantage through business transformation</b> <ul style="list-style-type: none"> <li>- Funding the cost of transformation</li> <li>- Getting business-wide adoption of new systems and practices</li> <li>- Overcoming cultural obstacles</li> </ul> </li> <li><b>6. Regulation - what does best practice look like?</b> <ul style="list-style-type: none"> <li>- What role can tech play in managing compliance requirements?</li> <li>- Exploring a centralised compliance function</li> <li>- Share your experience and how you manage regulatory compliance</li> </ul> </li> <li><b>7. Leadership in SME law firm</b> <ul style="list-style-type: none"> <li>- What does good look like, and how do you get there?</li> <li>- Equipping next generation of leaders with the skillsets to step into a leadership/managing partner role.</li> <li>- The changing role of the practice manager</li> </ul> </li> </ol>
<b>2.55 – 3:15pm</b>	<b>NETWORKING COFFEE BREAK</b>
<b>3:15 – 3:45</b>	<p><b>ROUND TABLE DISCUSSION FEEDBACK</b></p> <p>Share the key points and nuggets from each table's discussion with the wider audience.</p>
<b>3.45 – 4:15pm</b>	<b>Case Study: Approaches to managing risk and compliance</b>

	<p>The increasing and ever-shifting nature of compliance is a significant headache for SME firms and diverts fee-earners from revenue-generating work. This session will consider the centralised approach implemented by Schofield Sweeney to address the challenges of staying abreast of the compliance and risk burden.</p> <ul style="list-style-type: none"> <li>• Why take a centralised approach?</li> <li>• Assessing the cost versus return of this model and making the business case for change</li> <li>• Impact on fee-earners and unexpected benefits in client relationships</li> <li>• What have these changes meant for the firm's PII liability?</li> </ul> <p><i>Graham Sweeney, managing partner, Schofield Sweeney</i></p>
<b>4.15 – 4:40pm</b>	<p><b>CLOSING KEYNOTE: Reaching new heights</b></p> <p>Bonita Norris went from complete beginner to standing on top of Mount Everest and the North Pole within only two years, exemplifying what is possible when individuals and teams understand how to overcome the mountain of the mind. She has used her experience of facing down change, dealing with uncertainty and the power of mindset to inspire teams from global leading organisations like Google, AstraZeneca, BMW and PwC to reach new heights.</p> <p><i>Bonita Norris, adventurer and speaker</i></p>
<b>4.40 - 4.50pm</b>	<p><b>CLOSING COMMENTS</b></p> <p><i>Reem Khurshid, editor, LPM</i></p>
<b>4.50 – 6:00pm</b>	<p><b>DRINKS RECEPTION</b></p> <p>Join us for a relaxed chat with your peers and the LPM team to end the day!</p>