

7th October 2011  
Chesford Grange Hotel  
Kenilworth

# All Together Now

Making the most of competitive change

## LawNet Annual Conference 2011

# Booking Form

Firm: \_\_\_\_\_ Address: \_\_\_\_\_

Booking Contact: \_\_\_\_\_ Email Address: \_\_\_\_\_

Please complete the form below for each delegate indicating their workshop order of preference (1-6, with 1 being their first choice). Whilst every effort will be made to assign delegates to their first choice workshop, this cannot be guaranteed. Places will be assigned on a first come first served basis.

Full Name (Mr, Mrs, Ms, Miss)	Dietary Requirements (eg vegetarian)	Workshop 1 Finance Chris Marston	Workshop 2 Strategies Andrew Hedley	Workshop 3 Brands Geoff Dodds	Workshop 4 Structures George Bull	Workshop 5 Service challenge Nick Jarrett-Kerr	Workshop 6 Social media David Gilroy	Total
eg Mr A Delegate	Nut allergy	2	1	3	4	6	5	£495.00
<b>* 1st Delegate @ £495.00 + VAT</b>								
<b>2nd &amp; subsequent delegates @ £295.00 + VAT</b>								

\* Compulsory attendance of one delegate per firm

**Conference price includes:** Attendance at conference and workshops, accommodation at Chesford Grange Hotel on a bed and breakfast basis on 7th October, conference dinner, lunch, teas and coffees, evening entertainment and conference documentation.

**Booking deadline:** Please return this form with cheque payable to LawNet Limited to: Zoe Cawthorne, LawNet Ltd, DX 29121 Leamington Spa 1 by **Thursday 25th August 2011** at the very latest. Bookings received without payment or after this date cannot be guaranteed.

**LawNet Cancellation Policy:** Unfortunately on this occasion no refunds are available for cancellation after receipt of your booking form. A substitute delegate may be sent. Please inform Zoe Cawthorne of any changes.

Total

VAT

Grand Total


## LawNet Annual Conference 2011

All Together Now - Making the most of competitive change

7th October 2011

4 hours CPD

09.30 - 10.45	Registration, Exhibition, Networking & Refreshments
10.15 - 10.30	LawNet Annual General Meeting
10.45 - 11.00	<b>Welcome and Introduction</b> John Thomas, Chief Executive, LawNet Neil Rose, Legal Futures, Conference Chair
11.00 - 12.00	<b>Avoiding the middle of nowhere</b> <i>Strategies for mid-market law firms</i> Nick Jarrett-Kerr, Jarrett-Kerr Consulting
12.00 - 13.00	<b>The structure of the profession following ABS</b> <i>What does it mean for you?</i> George Bull, Baker Tilly
13.00 - 14.30	Lunch, Exhibition & Networking
14.30 - 15.30	<b>Workshop Sessions</b>
15.30 - 16.00	Refreshments, Exhibition & Networking
16.00 - 17.00	<b>Workshop Summaries</b> Round table discussion with workshop facilitators Chaired by: Neil Rose, Legal Futures
17.00 - 17.15	<b>Close of Conference</b> Robert Salisbury, LawNet Chairman
19.30	Champagne Reception
20.00	Conference Dinner (Black Tie)
22.00	<b>Michael Portillo (after dinner speaker)</b> <b>LawNet Awards Ceremony 2011</b>

### Session 1

#### **Avoiding the middle of nowhere - strategies for mid-market law firms**

- Assessing the competitive squeeze
- Does a firm have to be big or niche to prosper?
- Carving out a competitive position in the mid-market.

### Session 2

#### **The structure of the profession following ABS - what does it mean for you?**

- Where are we now?
- Consolidation, merger, external investment & other activities
- What's the future likely to look like.

### Workshops

Delegates should select one of the following afternoon facilitated workshops.

#### **1. Financing law firms in the post-ABS world**

Sources of finance & managing bank relationships  
Led By: Chris Marston, Lloyds TSB

#### **2. Differentiation Strategies in a Changing Legal Marketplace**

Led By: Andrew Hedley, Hedley Consulting

#### **3. The Value of Brands in the legal sector - The LawNet position**

Led By: Geoff Dodds, Geoff Dodds Consulting

#### **4. What's the right structure for a successful law firm of the future?**

Led By: George Bull, Baker Tilly

#### **5. Competing with new entrants - the service challenge**

Led By: Nick Jarrett-Kerr, Jarrett-Kerr Consulting

#### **6. Is there a place for social networking/media in the law?**

Led By: David Gilroy, Conscious Solutions



Nick Jarrett-Kerr is a specialist adviser to law firms world-wide on issues of strategy, governance and leadership. Formerly Chief Executive of Bevan Ashford, he is currently Visiting Professor at Nottingham Trent University where he leads the strategy modules for the Nottingham Law School MBA strategy modules. He is an acclaimed writer and speaker on strategic management issues and is the author of 'Law Firm Strategy - After the Legal Services Act'.



George Bull heads Baker Tilly's Professional Practices Group and is primarily involved in providing leading-edge business and taxation advice to the legal profession. He is closely involved with the reform of the legal profession and is one of the driving forces behind Baker Tilly's widely recognised report 'Climate Change – Forecasting the Impact of the Legal Services Act'. He regularly broadcasts, lectures and writes on all aspects of professional practices.



Neil Rose is a highly experienced freelance legal journalist, and the founder/Editor of LegalFutures.co.uk. A qualified solicitor who spent 12 years on the Law Society Gazette, his roles include Editor of the award-winning Legal Executive Journal, Editor of Costs Lawyer, the magazine of the Association of Costs Lawyers, and Editor of Litigation Funding. He writes a weekly blog for the Guardian's Law website, and contributes to a variety of other publications.



Chris Marston is Head of Solicitors' Banking at LloydsTSB Commercial, which looks after businesses with annual turnover of up to £15 million. His role is to ensure that the bank's specialist relationship managers, service and financial products meet the needs of a changing profession. He maintains a high level of understanding of sector issues among Lloyds TSB's specialists, and speaks and writes regularly on financial issues affecting the legal profession.



Andrew Hedley, MA, MBA, advises the leaders of law firms on strategy, business development and change projects that deliver immediate and sustainable improvements in performance. Andrew is also a sought after strategy group guide, partner retreat speaker, workshop facilitator and coach. He is a contributor to specialist management publications, a regular conference speaker and the author of Developing Strategic Client Relationships.



Geoff Dodds is a corporate brand consultant specialising in service organisations, especially in the professional and financial services sectors. In addition to his consulting experience, he has worked in senior operational brand and marketing roles. Most recently, he was Head of Brand at Lloyd's of London and Global Brand Director at PwC Consulting. As a qualified business coach, Geoff helps organisations build internal engagement around their brand.



David Gilroy, BSc, MBA, is one of the founders of Conscious Solutions and has personally worked with over 250 law firms on their digital marketing strategies including social media, SEO, PPC and CRM. David has many years sales and marketing experience, both in Europe and America and he regularly writes on marketing issues for PM Forum & Delia Venables. He is an acknowledged, engaging & popular presenter at legal marketing and local law society events.



Michael Portillo entered the House of Commons in 1984. He was a minister for 11 years and had three positions in the Cabinet, including Secretary of State for Defence. He lost his seat at the 1997 election, and began to develop a career in the media. He returned to the Commons between '00 and '05, was shadow Chancellor, and unsuccessfully contested the leadership of the party in '01. He has since built a successful media career.

## Who should attend?

This conference is aimed at your firm's business leaders and innovators. Following on from last year's conference our speakers will provide you with the insight and tools to prepare your firm for the forthcoming legal service reforms.

The highlight of the LawNet networking calendar, it is a must attend event for:

- Senior Partners
- Managing Partners
- Chief Executives
- The LawNet Partner
- Finance & Practice Directors
- Business Development Directors/Managers
- Human Resource Managers/Directors
- Marketing Managers/Directors

## The Venue

The Chesford Grange is a 4 star hotel located in the heart of Warwickshire, just minutes from the M40 and M69, with Birmingham International Airport just 13 miles away - making it easily accessible for everyone. Set in 17 acres of stunning green countryside, there's plenty of room for a peaceful wander in the 'Heart of England' if you fancy getting some fresh country air. Facilities include swimming pool, heated sun loungers, sauna, steam room and relaxing beauty rooms.

**Chesford Grange Hotel**  
**Kenilworth**  
**Warwickshire**  
**CV8 2LD**

**Tel:** +44 (0) 1926 859331  
**Fax:** +44 (0) 1926 855272

