

3rd Annual Conference

Legal Business Development

Optimise your business development and
achieve superior client service, greater market
understanding and enhanced profitability

www.thelawyerconferences.com

- Understand your clients and their businesses to provide added-value services
- Develop real solutions to hourly rate & pricing challenges to maximise client satisfaction and your profitability
- Embed business development skills into the partnership for seamless client service and bottom-line impact
- Learn how to link business development activity to tangible results via the appraisals process
- Understand the new legal landscape and the reforms having the greatest impact on business development



**Featuring law firm, chambers
and client perspectives:**

Dr Jim Hever
Head of Client Development Centre
Addleshaw Goddard

Laurie Robertson
Global Head of Business Development
Clifford Chance LLP

Jeremy Dutton
Chief Executive
Campbell Hooper

Robert Jones
Business Development Partner
Berwin Leighton Paisner

Mike Gannaway
Director of Business Development
Denton Wilde Sapte

Peter Matthews
Managing Partner- Markets, UK & Ireland
Ernst & Young

Nick Holland
Partner
Eversheds LLP

Nigel Bennett
Founder
Sterndale Associates

Hamish Munro
Chief Executive
Guildhall Chambers

Robert Mowbray
Managing Director
Macintyre Advisory Services

Cindy Godwin
Head of Business Development, International
Norton Rose

Clint Evans
CEO
Barlow Lyde & Gilbert

Client Perspectives from:

Richard Tapp
Director of Legal Services
Carillion Plc

Simon Welch
Group Secretary & Legal Counsel
West Bromwich Building Society

John Box
Head of Corporate Leveraged Finance
Barclays Bank Plc

Bruce Macmillan
Senior Counsel
Dell EMEA

Chaired by:

Andrew Hedley
Director
Hedley Consulting

THE LAWYER

CONFERENCES

Drive business development activity to the forefront of your firm's strategy

Are your lawyers' business development skills as good as they can be? Are you truly responding and reacting to the needs of your clients?

The Lawyer presents the **3rd annual Legal Business Development conference** to help you improve business development skills, meet client requirements and maximise profitability. It will give you the practical tools to ensure business development remains at the forefront of your strategy, and the insight to stay ahead of the competition.

What's new?

The 2008 conference showcases even more client participation, with case studies, panel discussions and interactive case analysis. It will examine how reform in the legal market will impact the BD function as well as investigating new client relationship models for profitability and shared success.

Client participation from:
Head of Corporate Leveraged Finance
Barclays Bank plc
Senior Counsel, EMEA
Dell
Director of Legal Services
Carillion
Group Secretary & Legal Counsel
West Bromwich Building Society

Reasons to attend:

1. Totally revamped agenda reflecting a deeper client focus and greater client involvement
2. Expert speaker faculty featuring partners from firms of all sizes, exclusive client insights and knowledge from chambers
3. Unique integrated workshop on why there is no difference between successful business development and client service
4. Up-to-date information on the latest reforms impacting the legal sector as a whole, as well as the implications for business development

Who should attend?

Managing Partners, Heads of Business Development & Marketing, Partners with responsibility for BD and those in charge of Client Management, as well as General Counsel and Heads of Legal.

SPONSORSHIP OPPORTUNITY

We will create a solution that guarantees your company's brand engages the right people at the right time, helping you meet and influence the people who are going to ensure the growth of your business now and in the future

To find out more, contact Mathew Brown on
+44 (0) 020 7970 4743
or email mathew.brown@centaur.co.uk

Day One, Monday 25th February 2008

8.30 Registration & coffee

9.00 Chair's introduction
Andrew Hedley
Director
Hedley Consulting

Hedley
CONSULTING

9.10 **How business development can be a source of differentiation**
• Moving BD from a support function to a strategic business partner
• Generating the courage and skill to be different and become a market leader
• Discovering how to develop the necessary BD leadership throughout the firm
Dr Jim Hever
Head of Client Development Centre
Addleshaw Goddard

ADDLESHAW GODDARD

9.50 **Client base management - Caring for more than just the transaction**
• Understanding the clients' business better and what motivates them to choose between law firms
• Focus on key relationships while embedding client management principles and standards across the firm
• Delivering the whole firm
Laurie Robertson
Global Head of Business Development
Clifford Chance LLP

CLIFFORD
CHANCE

10.30 Morning coffee

11.00 **Supporting your business development needs - A cultural perspective**
• Business development as learning
• Building trust to support learning
• Aligning the firm's systems with the business development needs
Jeremy Dutton
Chief Executive
Campbell Hooper

Campbell Hooper

11.40 **Delivering on what you've promised - What are clients looking for in a law firm?**
• Are firms credible advisors? Hear how Carillion get an impression of firm aptitude and market geographic interest
• Developing the trusted business advisor relationship by getting involved in your client's business
• After client acquisition, what can you do next to maintain your status with clients?
Richard Tapp
Director of Legal Services
Carillion Plc

CASE
STUDY

carillion

12.20 **Challenges to the structure of law firm billing and the value versus cost issue: What do your clients think?**
• What is being done in terms of innovation in billing in light of the recent C&I Group report?
• Discussing the impact and advantages of fixed rate billing on fee structures
• Assessing whether firms are prepared to meet clients halfway on fee structures
Moderated by Andrew Hedley
Featuring:
Richard Tapp, Director of Legal Services, Carillion Plc
Bruce Macmillan, Senior Counsel, Dell EMEA
Simon Welch, Group Secretary & Legal Counsel
West Bromwich Building Society

CLIENT
PANEL

carillion

DELL

WEST BROMWICH
BUILDING SOCIETY

13.00 Luncheon

14.00 **Understanding your clients' business needs as a springboard for further relationship building**
• How to look after the client and not the deal to differentiate your firm
• Developing relationships to provide value-added services and gaining useful intelligence about their markets

Focus on client needs to change the perception of lawyers in the mind of clients

- Formalising a serious and business-like relationship to ensure you become 'insurgents not incumbents'

Robert Jones
Business Development Partner
Berwin Leighton Paisner



14.40 What a banking client wants from its lawyer

CLIENT CASE STUDY

- Building and developing the relationship
- Alternative forms of reciprocity
- Constant need to raise the bar

John Box
Head of Corporate Leveraged Finance
Barclays Bank Plc



15.20 Afternoon tea

15.40 Investigating the implications of the single supplier model

Using the bullets below as guidelines, discuss in groups before reporting back to the room

- Assessing whether this template can be adapted to fit the majority of your firm's business
- Establishing closer relationships with core firms while delivering permanent savings on your overall legal spend
- Debating whether this system will result in both billing and operational efficiencies

Round table discussion facilitated by the chair

16.20 Providing fee earners with training and development to utilise the opportunities to sell to clients

- Taking networking and client contact to the next level to ensure fee-earners make the most of their client relationships
- Enhancing sales skills and confidence through the learning and development function

Mike Gannaway
Director of Business Development
Denton Wilde Sapte



17.00 Chair's summary and close of day one

Day Two, Tuesday 26th February 2008

9.00 Registration

9.20 Chair's welcome back

Andrew Hedley
Director
Hedley Consulting



9.30 Assessing the impact of external investment on the role of the business development function

EXTERNAL INSIGHT

- Assessing the change in background of current and future business development personnel
- Will the introduction of non-lawyers improve your BD function and firm management?
- Integrating senior personnel into the partnership to offer greater career prospects to non-legal staff

Peter Matthews
Managing Partner- Markets, UK & Ireland
Ernst & Young



10.10 How to build a meaningful working relationship

JOINT PERSPECTIVE

- Learning how to understand how in-house counsel work
- Discovering the importance of protocols between in-house and external counsel
- Understanding the other benefits in-house counsel want
- Great ways to kill a relationship!

Bruce Macmillan
Senior Counsel
Dell EMEA
&
Nick Holland
Partner
Eversheds LLP



11.00 Morning coffee

11.30 Successful business development and excellent client service - There's no difference - Improve both by understanding your client's business needs

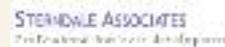
MINI MASTER CLASS

An exclusive and interactive mini-masterclass run by Nigel Bennett provides you with practical knowledge of how to master your business development challenges

- Define and set your BD objectives to reflect the firm's strategic goals
- Consider the implications for partners and staff in terms of changing the way they think about their marketplace
- Re-think partner attitudes to marketing support and driving value from the marketing budget
- The only difference between clients and targets is that clients are currently paying fees - approach them both the same way to keep your competitors out of your clients
- Step into your client's shoes and see the world from their perspective

Facilitated by:
Nigel Bennett
Founder

Sterndale Associates



13.00 Luncheon

14.00 Chambers insight - Co-development of legal services. Partnering, joint ventures and new funders

- Looking at new finance and structures for co-working between solicitors-barristers-counsel
- Co-development in services, outsourcing, technology and recruitment
- Maximising mutual advantage - Bright future with people, strategy and dividends sharing

Hamish Munro
Chief Executive
Guildhall Chambers



14.40 Assessing challenges in adapting the charging model while continuing to maximise profitability

BILLING & PROFITS

- Gauging the impact of fixed-rate billing on relationships with in-house legal teams
- Liaise with in-house teams to better utilise alternative forms of billing
- Develop an understanding of various billing methods to facilitate a no-surprise billing culture
- Can closer alliances with clients lead to a seamless service between in-house and external counsel?

Robert Mowbray
Managing Director
Macintyre Advisory Services



15.20 Afternoon tea

15.40 Utilising superior internal communications to build a collaborative approach between functions and boost BD activity

- Integrating your business development strategy into the firm's mentality to create a coherent brand message
- Engaging trainees in internal communications to enable an ingrained firm culture from day one
- Developing a support staff strategy

Cindy Godwin
Head of Business Development, International
Norton Rose



16.20 The future of the partnership model and its impact on BD activities

- Debating whether the role of partner will become all-encompassing or more specialised?
- How do you structure your future partnership model to reflect these changes?
- How will the Legal Services Bill affect your BD function and firm management?

Clint Evans
CEO
Barlow Lyde & Gilbert



17.00 Chair's summary and close of conference

Legal Business Development

Two Day Conference, Monday 25th & Tuesday 26th February 2008
Thistle Marble Arch, London, W1

HOW TO BOOK

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TWO DAY CONFERENCE

Code:2976

£1199 + VAT (£1408.83)

I am unable to attend but would like to purchase the Documentation CD-ROM **£399**

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VENUE INFORMATION

DATES: Monday 25th & Tuesday 26th February 2008
VENUE: Thistle Marble Arch
Bryanston Street, Marble Arch, London W1H 7EZ
TEL: +44 (0)20 7930 6733
FAX: +44 (0)20 7930 9705
WEB: www.thistlehotels.com
TUBE: Marble Arch

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Payment must be made in advance of the event. If payment is not received before the conference, you will be asked to pay by credit card before entering the conference. Your fee for the conference includes CD Rom, refreshments and lunch. Masterclass fee includes documentation pack and tea & coffee breaks

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