

# BRIEFING 5P 2018 AGENDA

**08.30** BREAKFAST AND REGISTRATION

**09.00** CONFERENCE CHAIR WELCOME

**Zelinda Bennett**, international marketing director, DLA Piper

**09.10** HEAR FROM THE EXPERT - IF YOU WANT TO BE LOVED, BE LOVEABLE

How Virgin Money created an award-winning culture based around customer service excellence

**Tim Arthur**, creative director, Virgin Money

**09.30** THE PROPOSALS GAME - WORK TOGETHER, WIN TOGETHER

We're bringing back our enormously popular pitch game for Briefing 5P 2018, but reinventing it. In this session, meet your teammates and kick-start the game

**Alex Smith**, innovation manager, Reed Smith

**09.55** HEAR FROM THE EXPERT - DIFFERENTIATING YOUR FIRM WHEN PITCHING



- Clients know firms can deliver the work technically and want to know the wider proposition around technology and project management, so how can firms use non-technical legal capability to win work?
- Using data analysis in pitches as a differentiator that demonstrates firms can deliver what clients want, which is transparency and access to better information

**Meirion Jones**, director, Client Critical

**10.15** HEAR FROM THE EXPERT - ARE LAWYERS KILLING YOUR CLIENT RELATIONSHIPS?

In the new landscape of changed client expectations, what is the role for the client relationship partner?

**Greg Bott**, director of AG Consulting, Addleshaw Goddard

**10.45** COFFEE BREAK AND NETWORKING

**11.15** DEEP DIVE SESSIONS

**CASE STUDY - CREATING A SUSTAINABLE CLIENT-VALUE PROGRAMME**

- How Barnes & Thornburg's ValueWorks program has transformed the partner-client interaction process based on predictable results
- Key drivers and managing change
- Understanding the partnership
- Selecting enabling technology - measuring progress and achieving success

**Jared Applegate**, director of pricing, Barnes & Thornburg  
**Ben Weinberger**, lawyer in residence, Prosperoware



**CASE STUDY - LOOKING BEYOND THE HYPE IN AUTOMATION AND MACHINE LEARNING**

- How is AI changing delivery methods and what new roles are emerging that will help maximise the benefits it presents?
- What's the new normal now AI is being widely used and what's on the horizon that will keep your firm at the cutting-edge?
- Leveraging the benefits of AI to win work - how do firms highlight its advantages in pitches and price it accurately?

**Karen Jacks**, IT director, Bird & Bird  
**Jaeger Glucina**, senior legal product expert, Luminance



Five minutes to move between sessions

**11.50** QUIZ THE CLIENT - YOU ASK THE QUESTIONS

We crowdsource questions for the general counsel panel coming up at 14.00

**12.00** FRESH THINKING IN PRICING

Learn from pricing experts outside of the legal sector by hearing best practice, insights, methodologies and thinking from other more mature pricing environments

**Adrian Avanzato**, head of pricing, Pinsent Masons  
**James Brown**, partner, Simon-Kucher & Partners  
**John Burdass**, director of commercial pricing, Experian  
**Dinesh Shah**, director, Deloitte

**12.40 THE PROPOSALS GAME – TEAM-DEFINING LEARNING SESSION****Alex Smith, innovation manager, Reed Smith****12.50 LUNCH AND NETWORKING****13.35 GET ON YOUR SOAPBOX**

Senior leaders give a five-minute soapbox-style talk on one of the following challenges, followed by a short Q&amp;A

Do law firms fundamentally misunderstand what profitability is?

Do we understand what clients want from legal project management?

Are law firms hiring and retaining the right people?

**Stephen Allen, global head of legal services delivery, Hogan Lovells****Cathy Mattis, head of legal project management, UK/US and EMEA, Herbert Smith Freehills****David Aird, IT director and chair of Spectrum, DAC Beachcroft****14.00 QUIZ THE CLIENT – GENERAL COUNSEL PANEL**

The reveal – how well do the audience understand what clients want? We get the lowdown on how clients want to be listened to, and how often that really happens, and put our audience-crowdsourced questions to our in-house menagerie

**Chair: Claire Offord, director, ClientFace****Panel: Kate Burns, general counsel and company secretary, notonthehighstreet  
Henry Firmstone, deputy general counsel, commercial banking, HSBC UK  
Elaine Hutton, EU general counsel, Shiseido Group  
Steve Roberts, chief counsel, procurement, BT****14.30 THE PROPOSALS GAME - COME TOGETHER**

Time for your team to pull your proposal out of the hat, with guidance from our team of expert advisers

**Led by: Alex Smith, innovation manager, Reed Smith****Advisers: Includes the GCs listed above****Luan de Burgh, director, de Burgh Training****Cathy Mattis, head of legal project management, UK/US and EMEA, Herbert Smith Freehills****Claire McNamara, director of knowledge management, HFW****Stuart Peggie, international business manager, Eversheds Sutherland****Clare Quinn-Waters, senior client development manager, Baker McKenzie****15.20 THE PROPOSALS GAME – THE PITCH**

Present in front of our panel of judges

**Kate Burns, general counsel and company secretary, notonthehighstreet****Henry Firmstone, deputy general counsel, commercial banking, HSBC UK****Elaine Hutton, EU general counsel, Shiseido Group****Steve Roberts, chief counsel, procurement, BT****John O'Donoghue, head of pricing and funding - disputes, Herbert Smith Freehills (2016 winner)****Stuart Hopper, head of practice development and knowledge – EMEA, Dentons (2016 winner)****16.00 DRINKS – TO CALM YOUR NERVES WHILE OUR JUDGES MAKE THEIR DECISION****16.15 THE PROPOSALS GAME – JUDGEMENT TIME****16.25 CHAIR'S CLOSING REMARKS****Zelinda Bennett, international marketing director, DLA Piper****16.30 NETWORKING DRINKS**