

Legal Practice Management 2018 conference

09.00 Registration and coffee

09.30 Welcome and opening address

Simon Slater, chief executive officer, Pemberton Greenish

09.35 How can SME firms recruit and retain the best people?

- Competing with other firms and legal-resourcing businesses that offer higher salaries, more flexibility and better career opportunities
- How can you make your firm more enticing than any other?
- Engaging with the right people at the right level
- The challenges of recruiting for specific work types when the supply is low
- How might changes to the qualification route affect how people recruit into law firms?

Brian Cullen, group chief executive officer, Jackson Lees

10.10 (Panel) Examining the best ways to resource SME firms to ensure future law firm sustainability

- The pressures the traditional law firm partnership model is facing and why it's not fit for purpose
- Which models will ensure future law firm sustainability?
- How do other firms structure their practice groups and allocate resources appropriately?
- What's the right balance of qualified and non-qualified staff?
- How much will resourcing be driven by paralegals or people from other qualification routes?
- How do we provide the best admin support for lawyers in our firm – technology or people or both?
- How can firms adapt the partnership model, structures and services with workforces that can be resistant to change?

Chair: Simon Slater, chief executive officer, Pemberton Greenish

Edward O'Rourke, chief executive officer and partner, Ashtons Legal

Mary Bonsor, co-founder, F-LEX

Simon Goldhill, founder and director of strategy, Metamorph Law

Nikki Leatherland, head of HR, Peters & Peters

10.55 Slido session

11.05 Coffee break and elevator pitches from our suppliers and service providers

11.35 Stream sessions

Delegates may choose to attend one of the following two streams:

STREAM ONE

Law firm succession planning and the millennial generation

- How much involvement do younger generations want in the operation, structure and growth of a law firm? How much motivation do they have for running a business?
- Encouraging them to get involved in planning and growing businesses
- Preparing young directors or partners for succession – what are the options or routes?
- What if your trainees don't want ownership or to be made equity partners? What's going to happen to the next generation? How is the top generation going to get out?
- How can you tie people in for peace of mind?
- How do you manage that cycle of development and plan for succession?

Sara Duxbury, business psychologist, Carter Corson

STREAM TWO

Retaining your clients through delivering excellence in client service

- Serving your clients at their convenience and not at the convenience of the provider
- Who are your clients? Do you really know who they are and what they want to buy?
- Building better relationships and exceeding expectations
- Building the right level of service around your products
- Demonstrating and measuring quality service
- Training your staff in people skills and persuasion to be able to engage with the client and manage their expectations.

Peter Ambrose, director, The Partnership

12.10 **Stream sessions**

Delegates may choose to attend one out of the following two streams:

STREAM ONE

(Panel) Managing millennial career development and progression and changing attitudes to work

- What do younger generations want in terms of career progression? Are they still aspiring to be partners?
- How are titles perceived by younger generations? How can you ensure your staff feel valued regardless of title?
- Enticing millennials on the quickest route to partnership
- Offering alternative career paths
- Managing the millennial approach to work-life balance - what does this mean for the business?
- Engaging the modern workforce and creating the right environment for them to develop and your business to thrive.

Chair: Simon Slater, chief executive officer, Pemberton Greenish

Paul Blake, chief operating officer, DQ Advocates

Malcolm Head, co-founder and chief executive officer, The Head Partnership

Polly Jeanneret, practicing solicitor with Halebury and LPM's resident HR guru

Emma Sell, practice manager, Brahams Dutt Badrick French

STREAM TWO

Adopting a culture of change and managing lawyers' resistance to change - a change journey case study

- Coping with the accelerating pace of change in the legal market
- How can firms drive change with workforces that can be very traditional in mindset?

- Influencing decision makers to think differently and secure and maintain engagement on your change journey
- Aligning your firm's culture and values and adapting or changing its culture
- Preserving your uniqueness and USP during times of change
- Changing the strategic direction of a traditional law firm.

Sean Stuttaford, chief operating officer, Thompson Smith and Puxon

12.40 Lunch

13.40 Slido session

14.00 Facilitated roundtable discussions

Two 30-minute sessions – delegates may choose any two out of the following:

ROUNDTABLE ONE

Ensuring your firm is GDPR compliant

- Six steps to GDPR compliance
- What have you forgotten? A data-protection checklist
- Training your workforce on GDPR and ensuring firm-wide compliance
- Ensuring you remain compliant after May 2018
- GDPR in practice - workplace scenarios to test and improve your knowledge.

Beth Sayle, head of risk and compliance, Rliance

ROUNDTABLE TWO

The GDPR: An opportunity not a curse for firms

- Do you have a plan for GDPR compliance yet? The latest findings are that just 45% of global organisations do and more than half (58%) are not fully aware of the consequences of non-compliance.
- If implemented correctly, the GDPR should be viewed as a business enabler rather than a block on innovation
- The GDPR should help you to get closer to your customers, drive innovative new services and increase revenue rather than be a regulatory barrier to your firm
- Take an in-depth look at how law firms can use the latest regulation to improve the service they deliver to their clients and streamline processes within the business.

Mark Hodgkinson, professional services director, Nasstar

ROUNDTABLE THREE

Managing increasing compliance obligations - keeping up with the pace and scale of regulatory changes

- An overview of the changing regulations with regards to AML and the implications for your firm
- Utilising technology and systems to keep on top of regulatory change
- Ensuring others toe the line and getting everyone on the same page
- Best practice case study – embracing technology for compliance

Martin Russell, head of professional service sales, Encompass

ROUNDTABLE FOUR

Using metrics and technology to support and drive behavioural and cultural change

- Aligning metrics with the behaviours that you want to change
- The key attributes of metrics that will drive action

- Putting theory into practice – firm case studies around: alignment of KPIs, balanced measures, predictive indicators, monitoring risk and measuring marketing

Graham Moore, managing director, Katchr

ROUNDTABLE FIVE

Using digital-marketing technology to build a trusted brand, increase pricing transparency and provide greater choice for connected consumers

- Three digital steps to the modernisation of legal services: exploring the steps law firms can take to prepare for digital-marketing changes
- Exploring how consumer behaviours and needs and the power of technology are permanently changing the way people buy legal services
- Using technology to increase pricing transparency, manage additional industry compliance and improve access to information about law firms
- What is a content-led digital strategy and why does SEO and organic search matter to law firms?
- How can law firms translate trust in brand to the online world and then translate marketing engagement into business growth?

Kate Briscoe, co-founder and chief executive officer, JustBeagle

ROUNDTABLE SIX

The cloud approach to compliance: building secure solutions in the cloud and core guidelines to stay compliant

- Private v public cloud: what's the difference?
- Scope of responsibility (i.e. cloud vendor v customer)
- Cloud security concepts
- Challenges in achieving ISO2700 and GDPR compliance
- Continuous compliance

James Letley, CTO, LayverV – a Pulsant company

ROUNDTABLE SEVEN

Agile, flexible, remote and virtual working - how can traditional firms adapt to accommodate a more modern way of doing business?

- Reducing fixed costs, enabling growth and meeting client and lawyer demand – a win-win solution for SME firms?
- How can firms adopt this model or a hybrid version and make it work for them?
- Handling partner reluctance to accept flexible and agile working
- Client confidentiality issues and other areas of risk
- Tools and technologies that enable firms and staff to work virtually and remotely

Derek Fitzpatrick, general manager, EMEA, Clio

ROUNDTABLE EIGHT

Emerging risks for the firm of the future and their impact on PII

- Back to the future – in the new world of agile working, how do we avoid regressing back to our old habits of working in silos?
- The robot revolution – can we trust technology and where does liability fall?
- Acquiring or selling – two sides of the same coin? When expanding your business, what skeletons could be in the closet?

- Regulation restriction – in a world of increasing regulation, what onus is on you to ensure you cover all the bases? Eg GDPR

Paddy Synnott and Billy Warner, client advisors, Miller Insurance Services

15.05 Coffee break and elevator pitches from our suppliers and service providers

15.35 (Panel) Keeping up with advancements in technology and using technology that works for your clients and the firm

- What are the latest IT developments, not just in the legal market but that the legal market can take advantage of?
- What effect could these developments have on your business?
- Using technology that will work for SME firms and their clients
- Investing in IT and upgrading your systems and infrastructure, because clients are more savvy about which systems your firm is using
- How can SME firms keep up to date with innovation in IT?

Chair: Jane Pritchard, founder and consultant, elawvate

Adam Bullion, head of marketing and product, InfoTrack

Peter Carr, head of IT, partner, Fisher Jones Greenwood

Eddie Harrison, head of business optimisation, Lowell Solicitors

Alex McPherson, partner and co-founder, Ignition Law

Richard Tromans, founder, Artificial Lawyer and Tromans Consulting

16.15 Sustaining and growing your firm in an increasingly competitive landscape

- What stops law firms growing?
- What is the right size for a firm to enable it to compete, be sufficiently agile and adapt to change?
- How can firms retain and grow their market share?
- Identifying new profitable areas or sectors
- How do you move into a new area or sector, what steps do you take and what are the implications, risks and pitfalls?
- What other income opportunities are out there for law firms?

Bernard Savage, director, Tenandahalf

16.55 Thank you and closing address

17.00 Close of conference
