



THE CANADIAN
BAR ASSOCIATION
L'ASSOCIATION DU
BARREAU CANADIEN

Sixth Annual Canadian Bar Association Law Firm Leadership Conference Best Practices for Effective Change November 22-23, 2010 - Park Hyatt, Toronto ON

Conference Co-Chairs:

Norman Bacal, National Co-Managing Partner, Heenan Blaikie LLP

Gary H. Luftspring, Partner, Ricketts, Harris LLP

Conference Facilitator:

Professor Richard Susskind, CBA Special Adviser, Author, *Transforming the Law and The End of Lawyers?* London, UK

Now in its sixth year, the **CBA's Law Firm Leadership Conference** has become the essential professional development event for **managing partners and up-and-coming law firm leaders in Canada**.

Building on the dialogue among law firm leaders, clients and industry experts at the 2009 Leadership Conference on Change Management, the CBA is pleased to offer in 2010 an **interactive program on best practices for achieving effective change**. You will come away from the conference with the tools and the practical "know-how" to tackle tomorrow's challenges – how to prepare your firm for change, connecting social media with business results, understanding your IT needs and costs, considering outsourcing in the Canadian context, and more.

This year, we are delighted to welcome **Professor Richard Susskind, legal futurist, author of *The End of Lawyers* and Special Adviser to the CBA, as our conference facilitator**. Professor Susskind will bring his considerable knowledge and expertise in the future of legal services to set the stage for our program, draw thematic links between the sessions, moderate our panels and facilitate questions from our participants.

WHO SHOULD ATTEND?

Whether you lead a law firm of five or 500, or if you are among the next generation of firm leaders, this is an event you will want to attend. **Join:**

- Practice group leaders and law firm committee chairs
- Firm executive committee members
- General counsel and senior in-house counsel
- Managing partners

Winner of the Award for Outstanding Achievement in Programming in the Association for Continuing Legal Education (ACLEA) "ACLEA's Best" for 2010.

You don't want to miss it – register now at www.cba.org/pd

MONDAY, NOVEMBER 22, 2010

8:00-9:00am **Breakfast and Registration**

9:00am **Welcoming Remarks by Conference Co-Chairs**
Norman Bacal, National Co-Managing Partner, Heenan Blaikie LLP
Gary H. Luftspring, Partner, Ricketts, Harris LLP

9:10am **Introduction – Best Practices for Effective Change**
Professor Richard Susskind, CBA Special Adviser, Author, *Transforming the Law*
and *The End of Lawyers?* London, UK

9:30-12pm **Preparing your Firm for Change**

You've engaged in the dialogue about the future of legal services, reconsidered your business model and are committed to making changes. What now? **What is actually involved in overhauling your pricing models, restructuring your business, revising your compensation and staffing, and developing new ways of working?** UK thought leader and consultant in legal practice, Professor Stephen Mayson, will provide guidance on how to move from identifying the problems to realizing the solutions. Professor Mayson's presentation will be followed by a discussion amongst your peers, challenged and moderated by Professor Richard Susskind, about what Canadian law firms are doing, or plan to do, in order to respond to the new legal environment.

Featured Speaker: **Professor Stephen Mayson**, Director of the Legal Services Policy Institute,
College of Law, London, UK

MP Roundtable: **Dale Ponder**, Managing Partner, Osler Hoskin Harcourt LLP, Toronto
Shawn McReynolds, Managing Partner, Davies Ward Phillips & Vineberg LLP,
Toronto
Brian Fulton, Managing Partner, Lawson Lundell LLP, Vancouver
Chantal Chatelain, Partner, Langlois Kronström Désjardins s.e.n.c.r.l., Montréal

12-1:30pm **Lunch**

1:30-4pm **Unbundled Work/Unbridled Success: Sourcing Canadian Legal Services
Differently**

Professor Richard Susskind has challenged law firm leaders and corporate counsel to recognize the market pull towards commoditization of legal services and to consider what parts of their work can be sourced differently. He recommends that legal work be broken down into tasks and that routine and repetitive tasks be sourced in the most efficient way, whether by outsourcing, subcontracting, leasing, open-sourcing, or computerizing. When various sources are used, he calls this multi-sourcing. **What is the scope for multi-sourcing in Canada? What multi-sourcing options might best suit your firm? Who will manage the multi-sourcing of work and what are the risks? And how will your junior**

lawyers then be trained? Challenged in an opening address by Professor Richard Susskind, our panelists will address these questions and more. Learn how law firms and clients, in Canada and around the globe, are sourcing work differently and about the steps and considerations involved in getting started.

Featured Speaker: **Professor Richard Susskind**, CBA Special Adviser, Author, *Transforming the Law* and *The End of Lawyers?* London, UK

Panelists: **Professor Mari Sako**, Oxford University, Oxford, UK
Gavin Birer, Founder and President, Legalwise Outsourcing Inc., Toronto
Tamara Vanmeeggelen, Senior Counsel, Royal Bank of Canada, Toronto

7:00-11:00 pm **Dinner and Entertainment Evening with Mike Cowie**

Our gala continues in its spectacular tradition! Producer **Mike Cowie** returns and has put together an extravaganza of exciting entertainment. Join us for an intimate, inspiring and extraordinary show, drawing on the rich multicultural fabric and excellent entertainment resources that the great city of Toronto has to offer.

Guest tickets available for purchase.

TUESDAY, NOVEMBER 23, 2010

8am-8:30am **Breakfast and Registration**

8:30am **Introduction – Best Uses of Technology**
Professor Richard Susskind, CBA Special Adviser, Author, *Transforming the Law* and *The End of Lawyers?* London, UK

8:45am-10:30am **Using the Best and Ignoring the Rest: Connecting Social Media to Business Results**

Blogging? Twitter? Facebook? There is no finishing line in the world of technology. While most law firm leaders are now comfortable with websites, this does not mean that the IT challenge is over. **The next challenge is to make the most of social media - to identify, for example, the most promising uses of Twitter and Facebook in communicating and collaborating with clients.** To help delegates sort the wheat from the chaff will be leading legal analyst, Jordan Furlong, and panelists moderated by Professor Richard Susskind, with emphasis on case studies of what has worked for law firms in Canada and beyond.

Featured Speaker: **Jordan Furlong**, Senior Consultant, Stem Legal Web Enterprises, Ottawa

Panelists: **Jeremy Grushcow**, Lawyer, Ogilvy Renault, Toronto
David Fraser, Partner, McInnes Cooper, Halifax
Scott G. Wolfe, Jr., Member, Wolfe Law Group, LLC, New Orleans, LA

10:30-10:45am Refreshment Break

10:45am-12:30pm **The Bleeding Edge: Making Sense of IT Costs**

Your firm's IT specialists (whether in-house or an outside service provider) should ensure that you have the most appropriate technology to support and build your business. They should also be monitoring emerging technologies and assessing their significance for you. Often, significant investment in IT is proposed, either as the answer to ongoing problems or to help the firm to remain competitive. **As the managing partner or partner responsible for firm technology, you want to understand what is being proposed and be able to get to the bottom of what is really needed.** Michael Mills, a leading legal technologist, and advisor to law firms and industry on IT needs, will provide you with practical guidance in this challenging area, followed by an honest dialogue between an IT Director and a managing partner about working productively together.

Featured Speaker: **Michael Mills**, Kraft Kennedy

Dialogue & Debate: **Peter Beir**, Chief Information Officer, Osler Hoskin Harcourt LLP, Toronto
Mark Young, Managing Partner, Cassels Brock & Blackwell LLP, Toronto

12:15-12:20 pm **Closing Remarks**

SPEAKERS ARE SUBJECT TO CHANGE

2010 ORGANIZING COMMITTEE

Planning the CBA National Conference on Law Firm Leadership takes time and dedication. We would like to introduce and thank the following leaders who have agreed to be part of our organizing committee. Their collective experience across diverse segments of the legal profession helps us deliver the very best programming possible.

Conference Co-chairs:

Norman Bacal, National Co-Managing Partner, Heenan Blaikie LLP (Toronto)
Gary H. Luftspring, Partner, Ricketts, Harris LLP (Toronto)

Committee Members:

Joan Bercovitch, Associate Executive Director and Chief Strategy Officer, Canadian Bar Association (Ottawa)

John A. Coleman, Managing Partner, Operations, Ogilvy Renault LLP (Montreal)

Stuart H. (Kip) Cobbett, Former Managing Partner and Chief Operating Officer, Stikeman Elliott, S.E.N.C.R.L., LLP. (Montreal)

R. Scott S. Jolliffe, Chair and Chief Executive Officer, Gowlings (Toronto)

Sarah MacKenzie, Consultant, Canadian Bar Association (Ottawa)

Robert G. Patzelt, Q.C., Vice-President, Risk Management and General Counsel, Scotia Investments Limited (Halifax)

Dale Ponder, Managing Partner, Osler, Hoskin & Harcourt LLP (Toronto)

Aviva Rotenberg, Director, Professional Development, Canadian Bar Association (Ottawa)

Michael Sherrard, Sherrard Kuzz LLP (Toronto)

Wylie Spicer, Q.C., Partner, McInnes Cooper (Atlantic Canada)

Andrew S. Tremayne, Managing Partner, Emond Harnden LLP (Ottawa)

William Westeringh, Managing Partner, Fasken Martineau DuMoulin LLP (Vancouver)

CONFERENCE REGISTRATION

Thinking about bringing other members of your firm leadership or next in-lines? See our registration form for special rates.

Please see the conference registration form for full registration details, or visit www.cba.org/pd to register online.

PARK HYATT TORONTO

4 Avenue Road, Toronto, ON

Phone: (416) 925-1234

Web: www.parktoronto.hyatt.com

To reserve a room at the Park Hyatt, please contact the hotel directly and quote Canadian Bar Association Law Firm Leadership Conference to obtain the preferred rate. The preferred rate is available until October 21, 2010 (subject to availability).

GENERAL INFORMATION

Dress code for the duration of the conference is business casual.