

THE 2ND GLOBAL MANAGING PARTNERS SUMMIT



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28th & 29th September, 2010 | The Grange City Hotel | London, UK

About the Event

The past year has brought many changes to the legal sector with the spectre of the financial crisis constantly looming, the importance of steering the 'ship' through these rough times, is paramount. As the economy is slowly meandering towards brighter days; law firms are increasingly cautious of moving too fast.

Leadership of many organisations, especially law firms, has been tested in a way that has never occurred in the past and the focus remains to be able to evolve through these changing times, stronger than before. The important questions on the minds of many law firm leaders are: What should leadership be doing now? Where is your law firm positioned?

Understanding your clients and their strategic importance to recovery; What about pricing? These issues are real for all legal leaders and the opportunity to hear and learn strategies to address these challenging topics and others is imperative for growth and direction.

The 2nd Global Managing Partners Summit will be the occasion for all Managing Partners to congregate in the calming surrounds of London's leading hotel and share, triumphs and war stories and learn strategies to place them onto the path of economic recovery.

Benefits Of Attending

The event has been designed as a comprehensive two-day forum, in the centre of London which will maximise your time and learning needs; develop your understanding of strategic management issues and build your networking reach. The format of the event includes:

- Intense learning sessions
- Interactive round tables
- Peer driven discussion panels
- Networking drinks and canapés

“Excellent & Thought provoking!”

Ann Buxton | CEO | Hardwicke Building

Who Should Attend

The event has been exclusively produced to benefit and highlight the position and function of the following job titles from mid – to large tier law firms:

- Managing Partners: who are currently or will be moving into that role
- Executive Committee members including: Chief Executive Officers, Chairperson, Chief Operating Officers
- Senior Partners with an eye on management
- General Counsel from leading organisations

What You Will Learn

Through this intensive two-day forum you will learn and hear first-hand how innovation, targeted growth strategies, culture and strategic leadership play a major role in driving your firm through these important times.

Topics to be discussed include:

- Changing Legal Landscape
- They Think It's All Over ..
- Leadership Challenges In A Multi Office, Multi Cultural And Multi Lingual Environment
- Is The Legal Sector Ready For The 21st Century Or Stuck In The Past? A Discussion
- Pricing on Purpose
- The Effects of the Legal Disciplinary Partnership [LDP] Agreements
- Meeting The Changing Client Environment
- Breaking With Tradition – Revising Your Law Firm Strategy
- Integrated Associate Career Development In A Post PQE World
- Vision, Value And Strategy Development
- Leveraging the global law firm - the drivers behind legal and business process outsourcing and offshoring

Confirmed Speakers

Tony Williams
Principal **JOMATI CONSULTANTS**

Ron Baker
Founder **VERASAGE INSTITUTE [USA]**

Stephen Denyer
Global Markets Partner **ALLEN & OVERY**

Rupert Egerton-Smith
Head of Strategy & Business Transformation **LINKLATERS LLP**

Jeff Marlow
Director of HR & Training **STEPHENSON HARWOOD**

Professor Stephen Mayson
Director, Legal Services Institute **THE COLLEGE OF LAW**

Gary Senior
Managing Partner **BAKER & MCKENZIE**

Mark Jones
Leader, Professional Practices Consultancy **ADDLESHAW GODDARD**

Nigel Jones
QC Barrister **HARDWICKE**

Dr. Bill Nichols
Senior Lecturer **BUCKS NEW UNIVERSITY**
Director **ASTROPHEL LLP**

“An excellent two-day conference, with great content and great speakers, good presentations and very well worth attending.”

Andrew Shaw | Main Board Director | Berwin Leighton Paisner

TIME	SESSIONS	OUTLINE
8.30-9.00	Open	Registrations Open
9.00 -9.10	Opening	Opening presentation from the Chair Tony Williams Principal JOMATI CONSULTANTS
9.10-10.00	Session One [Opening Keynote Presentation]	CHANGING LEGAL LANDSCAPE <ul style="list-style-type: none"> • International development • Transatlantic Mergers • The Changing Client Relationship • The importance of quality leadership • Articulating the partner deal Tony Williams Principal JOMATI CONSULTANTS
10.00 – 10.45	Session Two	THEY THINK IT'S ALL OVER ...and in terms of “recession ending and recovery beginning” that might be right, but that does not mean that we are going to go back to “business as usual”. There are many challenges and changes that are likely to face law firms over the next five to ten years. What are they and how might we respond to them? Mark Jones Chairman ADDLESHAW GODDARD
10.45-11.15	Break	Morning Tea and Networking Break
11.15 -12.00	Session Three	INTEGRATED ASSOCIATE CAREER DEVELOPMENT IN A POST PQE WORLD In this session Jeff will be outlining the following points: <ul style="list-style-type: none"> • Rationale and background to the move away from PQE to merit based approach and creation of the new career development framework • Detailed outline of the career development framework • The framework and approach - what worked, what didn't, the pathway to mitigate for success • Integrating the new framework and approach into the existing associate management and development structures • Utilising the framework and approach to further improve our associate management Jeff Marlow Director of HR & Training STEPHENSON HARWOOD
12.00-12.45	Session Four HUBBARD ONE. <small>A Westlaw® business</small>	LAW FIRM EVOLUTION AND THE NEW PATH TO PROFITABILITY: BEST PRACTICES FOR LEGAL PROJECT MANAGEMENT Legal project management is providing a new path to profitability for today's law firms. Legal Project Management (LPM) is the process of adapting business process improvement, resource allocation and predictable budgeting techniques to the delivery of legal services. As firms are challenged by a growing trend of cost-conscious clients and alternative fee arrangements, it's becoming more important to reduce inefficiencies, analyse costs and create a clear process for managing matters. Tim Corcoran Vice President HUBBARD ONE
12.45-13.45	Break	Luncheon

Day One

The 2nd Annual Global Managing Partners Summit
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TIME	SESSIONS	OUTLINE
13.45-14.30	Session Five	VISION, VALUE AND STRATEGY DEVELOPMENT Rupert Egerton-Smith Head of Strategy & Business Transformation LINKLATERS LLP
14.30-15.15	Session Six	Pricing On Purpose – Part A This discussion will give you alternatives to pricing your services based on client-perceived value, rather than hours spent. By learning to avoid the deleterious consequences of hourly billing, you will communicate better with clients, be able to discover their expectations up-front, remove surprises from their invoice, involve them in establishing the scope and value of your services, accelerate collections, enhance your client's loyalty and retention, and increase your profitability. Lessons learnt will include: <ul style="list-style-type: none"> • An Eight Step Process for Implementing Value Pricing • Preparing for a Fixed Price Agreement meeting • Ascertaining client expectations • Dealing with client price psychology and how to overcome pricing emotions • Determining when Change Orders are necessary • The importance of the Service Guarantee to command premium pricing Ron Baker Founder VERASAGE INSTITUTE [USA]
15.15- 15.45	Break	Afternoon Tea and Networking Break
15.45 -16.30	Session Seven	Pricing On Purpose – Part B The billable hour is dead. The advantages of Value Pricing over hourly billing have been empirically proven in the marketplace by many accounting firms—and other professional firms from advertising agencies to law and IT—around the world. This course will further your knowledge of the most complex of the Four Ps of marketing: Price. Ron Baker Founder VERASAGE INSTITUTE [USA]
16.30-17.30	Drinks	Post – event drinks and networking break
17.30	Close	End of Day One

Day Two

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TIME	SESSIONS	OUTLINE
8.30 -9.00	Open	Registration Open
9.00 -9.10	Conference Opening	Opening presentation from the Chair Nigel Jones QC Barrister HARDWICKE
9.10 -10.00	Session One	LEADERSHIP CHALLENGES IN A MULTI OFFICE, MULTI CULTURAL AND MULTI LINGUAL ENVIRONMENT Stephen Denyer Global Markets Partner Allen & Overy LLP
10.00-10.45	Session Two	THE EFFECTS OF THE LEGAL DISCIPLINARY PARTNERSHIP Nigel Jones QC Barrister HARDWICKE
10.45 -11.15	Break	Morning Tea and Networking Break
11.15- 12.15	Session Three	LEVERAGING THE GLOBAL LAW FIRM - THE DRIVERS BEHIND LEGAL AND BUSINESS PROCESS OUTSOURCING AND OFFSHORING. In this presentation Gary Senior, London managing partner of Baker & McKenzie, will examine some of the drivers behind business and legal process outsourcing (BPO and LPO) and offshoring. Gary Senior Managing Partner BAKER & MCKENZIE
12.15-13.30	Break	Luncheon Break
13.30 -14.30	Session Four	DEVELOPING CLIENT SATISFACTION & LOYALTY: BUILDING THE GOOD WILL BANK ACCOUNT Bill has been working with law firms to help them measure customer satisfaction – beyond simple surveys – to identify clients who are likely to defect to another law firm. Through his research Bill is able to help law firms decrease the rate of churn in their client base, a pressing issue for managing partners who are faced with an ever shortening average client lifetime. Dr. Bill Nichols Senior Lecturer BUCKS NEW UNIVERSITY Director ASTROPHEL LLP
14.30 -15.00	Break	Afternoon Tea & Networking Break
15.00 - 16.00	Session Five	BREAKING WITH TRADITION – REVISING YOUR LAW FIRM STRATEGY <ul style="list-style-type: none"> • The weak points in law firm strategies • Strategising to make a difference • Creating and extracting value • Making strategy meaningful to the people who make it happen Professor Stephen Mayson Director, Legal Services Institute THE COLLEGE OF LAW
16.00	Close	End of Day Two and close of Summit

Day One Day Two

A Snapshot Of Previous Attendees of the Global Managing Partners Summit 2009

- CONSULTANT •
- DIRECTOR OF BUSINESS SERVICES •
- MANAGING PARTNER •
- SENIOR PARTNER AND HEAD OF COMMERCIAL PROPERTY •
- MAIN BOARD DIRECTOR •
- CEO •
- CO-MANAGING PARTNER- LONDON •
- MANAGING PARTNER •
- SENIOR PARTNER •
- MANAGING PARTNER •
- SENIOR PARTNER •
- SENIOR PARTNER •
- MANAGING DIRECTOR •
- UK MANAGING PARTNER, GLOBAL PRACTICE GROUP LEADER •
- GLOBAL MANAGING PARTNER •
- DIRECTOR LAW FIRM GROUP •
- GROUP EXECUTIVE LEGAL AND EXTERNAL AFFAIRS •
- MANAGING PARTNER •
- PARTNER - EXEC COMMITTEE •
- MANAGING PARTNER •
- COO •
- EXECUTIVE PARTNER •
- MANAGING PARTNER •
- SENIOR PARTNER •
- MANAGING PARTNER •
- EXECUTIVE BOARD MEMBER •
- HEAD OF LONDON OFFICE •
- SENIOR PARTNER •
- MANAGING PARTNER •
- MANAGING DIRECTOR •
- MANAGING PARTNER •
- SENIOR PARTNER •
- PRACTICE PARTNER •
- CHIEF EXECUTIVE •
- SENIOR PARTNER •
- CEO •
- CHAIRMAN •
- MANAGING PARTNER •
- SENIOR PARTNER •
- MP- DUBAI •
- HR DIRECTOR •
- SENIOR PARTNER •
- SENIOR PARTNER •
- QUILLER CONSULTANTS •
- CHAIRMAN •
- PARTNER DEVELOPMENT CONSULTANT •
- GENERAL COUNSEL •
- MANAGING PARTNER •
- MANAGING PARTNER- LONDON •
- PRINCIPAL •
- SENIOR PARTNER •
- MANAGING PARTNER •
- H4 Partners •
- INCE & CO •
- LATHAM & WATKINS •
- TOLLERS •
- BERWIN LEIGHTON PAISNER •
- HARDWICKE BUILDING •
- CHIOMENTI STUDIO LEGALE •
- TRAVERS SMITH •
- PINSENT MASON •
- CONYERS DILL & PEARMAN •
- SLAUGHTER AND MAY •
- CHIOMENTI STUDIO LEGALE •
- CITI Private Bank •
- DLA PIPER •
- CLIFFORD CHANCE UK •
- CITI PRIVATE BANK •
- RIO TINTO •
- STIKEMAN ELLIOTT LLP •
- BAKER & MCKENZIE-PARIS •
- FASKEN MARTINEAU LLP •
- RUSSELL JONES & WALKER •
- SLAUGHTER AND MAY •
- HOLMAN FENWICK WILLAN •
- MISHCON DE REYA •
- DICKINSON DEES LLP •
- MILLS + REEVE •
- ARTHUR COX •
- MATHESON ORMSBY PRENTICE •
- DAVIES ARNOLD COOPER LLP •
- WITHERS •
- SPEECHLY BIRCHAM •
- MINTER ELLISON - LONDON •
- SLAUGHTER AND MAY •
- NEWSOME VAUGHAN •
- LAWRENCE GRAHAM •
- CLYDE & CO LLP •
- BURNESSE •
- HOUTHOFF BURUMA •
- HOLMAN FENWICK WILLAN •
- HADEF & PARTNERS - UAE •
- REYNOLDS PORTER CHAMBERLAIN •
- TOLLER LLP •
- STRATEGIC COMMUNICATIONS CONSULTANT •
- EVERSHEDES ROUTLEDGE MODISE •
- FRESHFIELDS BRUCKHAUS DERINGER LLP •
- BT GLOBAL SERVICES •
- ARNOLD & PORTER •
- FRESHFIELDS BRUCKHAUS DERINGER LLP •
- JOMATI CONSULTING UK •
- HILL DICKINSON •
- AMARCHAND, MANGALDAS & SURESH A SHROFF & CO •

WHO IS CHILLIQ ?

Chilli IQ has been creating and developing high-end business conferences and summits for over 7 years and is market leader in the Legal, IT & Medical industry. Our expertise in the legal sphere lies in our capacity to create forums and summits which are pertinent to critical areas of legal practice, such as: leadership issues for Managing Partners, Technology and E-Disclosure. Our annual Managing Partners Forum held recently in Australia has been sold out for the third year in a row and targets top and mid-tier law firm Managing Partners' and CEO's from across Australia and New Zealand. It has also been developed in the UK as an annual Global Managing Partners Summit with great success in 2009.

Our annual Lawtech Summit is the No.1 Legal Technology event in Australia, now in its 5th year and has also been developed as an annual event in New Zealand and Hong Kong with great success. Our accomplishments in the Asia Pacific region have created the need to expand these successful events into the UK market, bringing fresh ideas and concepts together with proven experience in creating successful Legal forums and summits.

As we are a boutique conference development company which has rapidly evolved via word of mouth advertising rather than hefty marketing budgets, we take pride in delivering quality events with exceptional speakers in outstanding venues, this is where we find no compromise and what gets 'people talking'.

ChilliIQ