

# The 2<sup>nd</sup> Annual Global Managing Partners Summit

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

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## 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 2<sup>nd</sup> 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

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## 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
- Leadership Challenges in a Multi Office, Multi Cultural and Multi Lingual Environment
- Integrated Associate Career Development In A Post PQE World
- Vision, Value And Strategy Development

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## 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**

*“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
9.10-10.00	Session One  Opening Keynote Presentation	<p><b>CHANGING LEGAL LANDSCAPE</b></p> <ul style="list-style-type: none"> <li>• International development</li> <li>• Transatlantic Mergers</li> <li>• The Changing Client Relationship</li> <li>• The importance of quality leadership</li> <li>• Articulating the partner deal</li> </ul> <p><b>Tony Williams</b> Principal <b>JOMATI CONSULTANTS</b></p>
10.00 – 10.45	Session Two	<p><b>THEY THINK IT'S ALL OVER</b> ...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?</p> <p><b>Mark Jones</b> Chairman <b>ADDLESHAW GODDARD</b></p>
10.45-11.15	Break	Morning Tea and Networking Break
11.15 -12.00	Session Three	<p><b>INTEGRATED ASSOCIATE CAREER DEVELOPMENT IN A POST PQE WORLD</b></p> <p>In this session Jeff will be outlining the following points:</p> <ul style="list-style-type: none"> <li>• Rationale and background to the move away from PQE to merit based approach and creation of the new career development framework</li> <li>• Detailed outline of the career development framework</li> <li>• The framework and approach - what worked, what didn't, the pathway to mitigate for success</li> <li>• Integrating the new framework and approach into the existing associate management and development structures</li> <li>• Utilising the framework and approach to further improve our associate management</li> </ul> <p><b>Jeff Marlow</b> Director of HR &amp; Training <b>STEPHENSON HARWOOD</b></p>
12.00-12.45	Session Four  <b>HUBBARD ONE</b> <small>A Westlaw® business</small>	<p><b>Law Firm Evolution and the New Path to Profitability:</b></p> <p><b>Best Practices for Legal Project Management</b></p> <p>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.</p> <p><b>Tim Corcoran</b> Vice President <b>HUBBARD ONE</b></p>
12.45-13.45	Break	Luncheon
13.45-14.30	Session Five	<p><b>VISION, VALUE AND STRATEGY DEVELOPMENT</b></p> <p><b>Rupert Egerton-Smith</b> Head of Strategy &amp; Business Transformation <b>LINKLATERS LLP</b></p>

## Day One

TIME	SESSIONS	OUTLINE
14.30-15.15	Session Six	<p><b>Pricing On Purpose – Part A</b></p> <p>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.</p> <p>Lessons learnt will include:</p> <ul style="list-style-type: none"> <li>• An Eight Step Process for Implementing Value Pricing</li> <li>• Preparing for a Fixed Price Agreement meeting</li> <li>• Ascertaining client expectations</li> <li>• Dealing with client price psychology and how to overcome pricing emotions</li> <li>• Determining when Change Orders are necessary</li> <li>• The importance of the Service Guarantee to command premium pricing</li> </ul> <p><b>Ron Baker</b> Founder <b>VERASAGE INSTITUTE [USA]</b></p>
15.15- 15.45	Break	Afternoon Tea and Networking Break
15.45 -16.30	Session Seven	<p><b>Pricing On Purpose – Part B</b></p> <p>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.</p> <p><b>Ron Baker</b> Founder <b>VERASAGE INSTITUTE [USA]</b></p>
16.30-17.30	Drinks	<b>Post – event drinks and networking break</b>
17.30	Close	<b>End of Day One</b>

Day One

## Day Two

TIME	SESSIONS	OUTLINE
8.30 -9.00	Open	Registration Open
9.00 -9.10	Opening	Opening presentation from the Chair
9.10 -10.00	Session One	<p><b>LEADERSHIP CHALLENGES IN A MULTI OFFICE, MULTI CULTURAL AND MULTI LINGUAL ENVIRONMENT</b></p> <p><b>Stephen Denyer</b> Global Markets Partner <b>Allen &amp; Overy LLP</b></p>
10.00-10.45	Session Two	<p><b>THE EFFECTS OF THE LEGAL DISCIPLINARY PARTNERSHIP</b></p> <p><b>Nigel Jones QC</b> Barrister <b>HARDWICKE</b></p>
10.45 -11.15	Break	Morning Tea and Networking Break
11.15- 12.00	Session Three	<p><b>LEVERAGING THE GLOBAL LAW FIRM - THE DRIVERS BEHIND LEGAL AND BUSINESS PROCESS OUTSOURCING AND OFFSHORING.</b></p> <p>In this presentation Gary Senior, London managing partner of Baker &amp; McKenzie, will examine some of the drivers behind business and legal process outsourcing (BPO and LPO) and offshoring.</p> <p><b>Gary Senior</b> Managing Partner <b>BAKER &amp; MCKENZIE</b></p>
12.00 -12.45	Session Four Discussion	<p><b>IS THE LEGAL SECTOR READY FOR THE 21ST CENTURY OR STUCK IN THE PAST? A DISCUSSION</b></p> <p>A vibrant discussion of law and law firm strategy. Is law firm strategy becoming outmoded? What approaches will work in the 21st century?</p>
12.45-14.00	Break	Luncheon Break
14.00-14.45	Session Five	<p><b>MEETING THE CHANGING CLIENT ENVIRONMENT</b></p> <p>The changing client environment means that law firms need to be more flexible in their skill sets in order to be more aligned to meet their clients evolving needs.</p>
14.45 -15.15	Break	Afternoon Tea & Networking Break
15.15 -16.15	Session Six	<p><b>BREAKING WITH TRADITION – REVISING YOUR LAW FIRM STRATEGY</b></p> <p><b>Professor Stephen Mayson</b> Director, Legal Services Institute <b>THE COLLEGE OF LAW</b></p>
16.15	Close	End of Day Two and close of Summit

# Day Two

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## 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  
STRATEGIC COMMUNICATIONS CONSULTANT  
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  
BURNES  
HOUTHOF BURUMA  
HOLMAN FENWICK WILLAN  
HADEF & PARTNERS - UAE  
REYNOLDS PORTER CHAMBERLAIN  
TOLLER LLP  
MASSEYS LLP  
QUILLER CONSULTANTS  
EVERSHEDS RUTLEDGE 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

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## WHO IS CHILLI IQ ?

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'.

# The 2nd Annual Global Managing Partners Summit - Tax Invoice & Registration Form

28th & 29th Sept, 2010 London, UK | 8-14 Cooper's Row | London EC3N 2BQ

## Delegate Pass

- Two Day Conference Pass
- Conference Networking Luncheon- Both Days
- Post event drinks - Day One
- Two Day Exhibition Pass

Special Early Bird rates:

REGISTER & PAY BEFORE 16th July 2010 **£895**

REGISTER BEFORE 30TH August 2010 **£1295**

REGISTER AFTER 30TH August 2010 **£1995**



**Please Note, delegates must be from the following titles to be eligible for registration:**

MANAGING PARTNERS: who are currently or will be moving into that role

EXECUTIVE COMMITTEE members including: Chief Executive Officer, Chairperson, Chief Operating Officer.

SENIOR PARTNERS with an eye on management

GENERAL COUNSEL

(please contact us if you are unsure of eligibility)

TO REGISTER FOR THE EVENT, SIMPLY FILL IN YOUR DETAILS & PAYMENT OPTIONS & FAX BACK TO:  
+ 612 9818 6577    ABN: 80 136 797 423    E-mail: info@chillliq.com.au

If you have any queries regarding your registration please contact us on: +61 2 9818 6566

Name:

Surname:

Job Title:

Phone:

Company:

Fax:

Address:

Country:

Email:

Postcode:

## CREDIT CARD REGISTRATION:

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Please charge my credit card\*\*    CHARGE £GPB \_\_\_\_\_ to    MasterCard    Visa    Amex

[3% surcharge applicable to all Amex payments]

Card No: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_    Expiry Date:    /

signature: \_\_\_\_\_

TERMS & CONDITIONS: All delegates must be paid in full prior to the date of the event before admittance to the conference & collection of conference documentation is allowed. CHILLI MARKETING PTY LTD t/a CHILLI IQ reserves the right to change or amend this program at its own discretion due to any cancellations, or rescheduling. Details regarding this conference were correct at the time of printing. Cancellation Policy: Any cancellation to this event must be received no later than 7 days before the event date in writing. Funds will be refunded less a £ 250.00 administration fee. If no notice is given the fee will not be refunded however, a substitute may attend in place of the registered applicant

\*\* Please note the credit card rate charged to your card on the day of the transaction may differ slightly to the amount advertised. This is due to the exchange rate on the day for the conversion from GBP to AUD - The difference will be minimal.