

Global Independent Law Firms Forum

In association with

LegalWeek
THE
AMERICAN LAWYER

Meet law firm leaders from across the world

27-28 March 2019 | The Jumeirah Carlton Tower | London SW1

More than 35 jurisdictions represented including:

Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Cyprus, Czech Republic, Ecuador, France, Germany, Hong Kong, India, Ireland, Israel, Italy, Kazakhstan, Mexico, Netherlands, Norway, Peru, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Tunisia, Ukraine, United Arab Emirates, United Kingdom, United States.

Co-chairs



Charles Martin
Senior Partner
Macfarlanes, UK



Adam O Emmerich
Partner
Wachtell Lipton
Rosen & Katz, USA

Keynote speakers



Dr Azeem Ibrahim
Entrepreneur,
Investor &
Philanthropist, UK



**Professor Michele
DeStefano**
University of Miami
Law School, USA



Rosemary Martin
Group General
Counsel, Vodafone
Group, UK



REGISTER NOW at: www.independentlawfirmsforum.com

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ALM Events

Global Independent Law Firms Forum 2019

ALM, publisher of *The American Lawyer* and *Legal Week* is delighted to announce the Global Independent Law Firms Forum taking place on the **27-28 March 2019** at The Jumeirah Carlton Tower, London SW1.

The annual conference, co-chaired by **Charles Martin** of Macfarlanes and **Adam O.Emmerich**, Wachtell, Lipton, Rosen & Katz, USA, unites the leaders of independent law firms from around the world to network and engage in topical discussions through open debate, panels, expert speakers and interactive seminars.

Meet managing and senior partners from leading independent law firms from least 35 jurisdictions including: Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Cyprus, Czech Republic, Ecuador, France, Germany, Hong Kong, India, Ireland, Israel, Italy, Kazakhstan, Mexico, Netherlands, Norway, Peru, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Tunisia, Ukraine, United Arab Emirates, United Kingdom and the United States.

Independent law firms find themselves in an era of uncertainty and an increasingly competitive market. The Global Independent Law Firms Forum will enable you to discuss, alongside your peers, crucial strategies to optimise your firm by remaining competitive, developing culture and improving client service and delivery.

Relationships are key to the success of an independent firm in order to enhance referral networks and stay competitive. The forum provides the perfect occasion for you to connect and provides a fantastic platform to share experiences and discuss key issues and priorities on a global scale.

The seniority of the audience requires this forum to be an ideas exchange on a peer-to-peer basis. So prepare to immerse yourself in open debates, panels and interactive seminars.

We look forward to welcoming you in March!

Abigail Harris

Director of Content, Global Leaders in Law
ALM



Conference Programme

WEDNESDAY 27 MARCH 2019

7:00 - 8:30 **Welcome drinks reception**

THURSDAY 28 MARCH 2019

7:15 - 8:45 **Registration and networking breakfast**

8:45 - 8:55 **Co-chair opening remarks**

Charles Martin, Senior Partner, Macfarlanes, UK
Adam O.Emmerich, Partner, Wachtell, Lipton, Rosen & Katz, USA

8:55 - 9:25 **Keynote: Success in a changing world**

Dr Azeem Ibrahim, Entrepreneur, Investor & Philanthropist, UK

9:25 - 10:25 **Keynote- Honing the Mindset, Skillset, and Behaviors of Innovators: The Secret-Sauce for Service Differentiation**

Based, in part, on over 100 interviews of general counsels and law firm lawyers around the world, this interactive keynote begins by exploring the changing legal marketplace and clients' new expectations of law firm lawyers. Attendees will then participate in a reflection exercise around the ideal mindset, skillset, and behaviours of lawyers. The session then turns to identifying the disconnects that exist between what clients are wanting and what law firm lawyers are delivering. The session concludes with group discussion around alternative collaborative approaches independent law firms can take to transform client relationships to create a client-leadership edge.

Professor Michele DeStefano, University of Miami Law School, USA

10:25 - 11:35 **REFRESHMENT AND NETWORKING BREAK**

10:45 - 11:35 **People issues in times of turbulence and change**

Shifting client expectations and increased competitive pressures from the global players are amongst the challenges that independent law firms are faced with. But, how do you keep the firm together during disparate performance? This panel will look at the challenges and the strategic choices firms are making today that will shape them for years to come.

Culture, morale and pay: the interrelationship

Diversity and inclusion: the challenges

Feedback, mentoring and assessment

Moderator: Shawn McReynolds, Managing Partner, Davies Ward Phillips & Vineberg, Canada

Geert Potjewijd, Managing Partner, De Brauw, Holland

Robert Legh, Chairman and Senior Partner, Bowmans, South Africa

Melinda Wallman, Founder and Managing Director, XX Advantage, UK

11:35 - 12:20 **Thrive in today's world: How to implement technology transformations & drive value**

Join our expert panel as they explore how technology will change the future landscape of independent law firms in both the short, medium and long term:

What strategy and framework should you use to implement change?

What technology is worth the investment and how innovative are clients expecting their law firm to be?

Moderator: Rob Sumroy, Partner, Slaughter and May, UK

David Griffin, Head of Legal & Governance Systems and Change, BT Group, UK

Isabel Parker, Director of Legal Services Innovation, Freshfields, UK

12:20 - 1:20 **LUNCH AND NETWORKING BREAK**

1:20 - 2:10 **Law firms marketing surgery: Ensuring your brand thrives**

Strong marketing and brand positioning are crucial if you want to stay ahead of the game. How can independent law firms compete in a globalised world? What fresh approaches should you be adopting to make sure that your overall communications strategy is strong and coherent whilst bringing your competitive positioning to life?

Elliot Moss, Partner & Head of Business Development, Mishcon de Reya, UK

John Kiely, Managing Director, Edelman, UK

Conference Programme

2:10 - 3:10

Interactive boardroom discussion

Our expertly facilitated boardroom discussions, run under the Chatham House Rule, allow you to choose topics that are of the most importance and relevance to you. Come prepared for in-depth discussions and detailed peer-to-peer knowledge-sharing.

A) The impact of geopolitical issues on independent law firms

In this interactive boardroom discussion our speakers will discuss the impact of geopolitical issues in their jurisdiction and the impact that it has had on their law firm, clients and how they have prepared: Strengths and weaknesses of domestic firms in times of international stress
How work types change
The opportunities
Lessons learned
Sadiq Jafar, Managing Partner, Hadeef & Partners, Dubai

B) How to build an innovation hub

Join our speakers as they take an in-depth look at the journey of creating a collaborative innovation department that develops the latest solutions for clients and law firms: What is the strategy behind creating your own innovation hub: is it worth the investment?
What resources do you need in place to successfully execute your strategy?
What are the common pitfalls that firms have come across when trying to create a technology hub? Can they be resolved by combining forces with other law firms?
Robert Millard, Partner, Cambridge Strategy Group

C) Millennials: A group discussion on the challenges and opportunities

Differentiation is essential for independent firms to thrive in the competitive legal market and one way to stand out from the crowd is to create an outstanding team and an appealing culture. A selected panel of associates and trainees will candidly discuss the challenges of the future for their firms, including their concerns about organisation business flexibility, technology, and work/life balance.

3:10 - 3:30

REFRESHMENT AND NETWORKING BREAK

3:30 - 4:15

Collaboration: Practical solutions for common challenges

This session seeks to get to the bottom of how law firms can collaborate from within in order to better service their clients. Once this is achieved, how can independent law firms work with one another (particularly those in a different jurisdiction) to achieve true cost savings, efficiencies and quality for their clients?

How do you create a collaborative culture?

Consideration of cultural differences between firms and the impact this can have on collaboration

What is the impact of increasing use of technology in relation to collaboration and how will this develop in the future?

Project management: a vital tool for efficiency and collaboration- how to raise your game?

Moderator: Professor Heidi Gardner, Harvard Law School, USA

Dimitry Afanasiev, Chairman, Egorov Puginsky Afanasiev & Partners, Russia

Jan Dernestam, Managing Partner, Mannheimer Swartling, Sweden

4:15 - 5:00

Evolution of business services within law firms

The importance of business services within law firms increases every year. Risk, finance, HR, Marketing, IT are all areas that have vital client facing elements. Some law firms have non-lawyer CEOs and frequently non-lawyer COOs. The heads of these functions have partner level status and influence.

What are the trends?

How to identify the talent that you need?

War stories and ideas for successful engagement

Nick Woolf, Partner, Sainty, Hird & Partners, UK

Richard Punt, CEO - Peerpoint, Allen & Overy, UK

Tony Williams, Consultant, Jomati Consultants & Former Managing Partner, Clifford Chance, UK

5:00 - 5:35

Closing keynote

Rosemary Martin, the Group General Counsel of the Vodafone Group, will speak candidly about the advantages and disadvantages of independent firms:

Current thoughts on panel composition?

Tricks and tips that law firm managing partners can incorporate into their strategy you improve relationships with clients?

Interviewer: Charles Martin, Senior Partner, Macfarlanes, UK

Interviewee: Rosemary Martin, Group General Counsel, Vodafone Group, UK

5:35 - 5:45

Chairmen's closing remarks

Charles Martin, Senior Partner, Macfarlanes, UK

Adam O Emmerich, Partner, Wachtell, Lipton, Rosen & Katz, USA

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