

West LegalEdcenter present

12TH ANNUAL LAW FIRM COO & CFO FORUM

From Cost-Cutting to Intelligent Investing for Growth

OCTOBER 24-25, 2013
NEW YORK, NY
COST-\$1,595

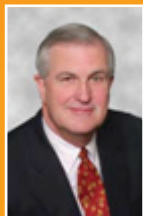
Co-chairs



LeeAnn Black,
Chief Operating
Officer, Latham &
Watkins LLP



Dan DiPietro,
Chairman &
Managing
Director, Citi
Private Bank Law
Firm Group



James Jones, Senior
Fellow, Center for
the Study of the
Legal Profession,
Georgetown University
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AN EVENT DESIGNED FOR LAW FIRM C-LEVEL LEADERS

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DON'T MISS THIS MUST-ATTEND EVENT

Mark your calendar and plan to attend the 12th Annual Law Firm COO & CFO Forum this October 24-25, 2013 at the Westin Times Square, New York, NY.

This two-day program is designed for law firm COOs and CFOs to convene and discuss economic and professional headwinds affecting the business of law. Audience participation and engagement is encouraged throughout the day, with a constant emphasis on the practical aspects of the business of law and nuanced insight into profit strategy, risk management, and growth.

Plan to attend and network with peers and thought leaders as a diverse—and prestigious—faculty discusses how best to position oneself for success in 2014.

FACULTY LIST

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Dan DiPietro, Chairman & Managing Director, Citi Private Bank Law Firm Group

James Jones, Senior Fellow, Center for the Study of the Legal Profession, Georgetown University Law Center

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PROGRAM AGENDA

THURSDAY OCTOBER 24, 2013

8:00 am – 9:00 am Registration and Continental Breakfast

Hosted by:  LAWYERS
TRAVEL

9:00 am – 9:15 am Welcome & Opening Remarks

9:15 am – 10:45 am

State of the Legal Market – Where We Are and Where We Are Headed

With the economic downturn in the legal market now in its sixth year, a panel of distinguished and experienced observers will describe the current trends in the market, the prospects for the long-awaited recovery, the ways in which the market has been arguably permanently changed, and how law firm leaders can best position their firms in an environment of continuing uncertainty.

10:45 am – 11:00 am Networking Break

Hosted by: 

11:00 am – 12:15 pm

Facilitated Breakout Sessions

1. Market Segmentation

Firms have become more focused on strategically differentiating themselves from their competitors and limiting investment and expansion in areas outside their strategic “sweet spots.” This session will explore the ramifications of this growing market trend and address ways in which firms can best respond.

2. Expense Management Strategies

This session will focus on strategies for expense management including outsourcing, strategic sourcing, relocation of administrative functions, expanded use of technology, and other innovative approaches.

3. Talent Management Strategies

Because of new client demands, firms are reconsidering their basic

PROGRAM AGENDA

THURSDAY OCTOBER 24, 2013

talent models, including approaches to recruitment, development, evaluation, and advancement of associates, partners, and other professionals. This session will explore these different approaches, as well as various issues that firm leaders should consider.

4. Pricing Models

Increasingly, firms are discovering that their over-reliance on the billable hour will no longer suffice; and that – at the very least – they must be capable of providing a range of pricing alternatives for their clients. This session will review the current state of alternative pricing models in the market, and will help firms sort through the daunting task of responding to client demands in this important area.

5. Responses to Globalization by Non-Global Firms

Clients of all sizes and in all locations are actively participating in the global market like never before. As such, serious challenges arise for law firms—particularly regional or national firms—with no significant international presence. This session will focus on strategies that such non-global firms might pursue in order to respond to the needs of their clients without having a built-in global network of lawyers.

12:15 pm – 1:30 pm Networking Luncheon and Breakout Reports

1:30 pm – 3:00 pm The Evolving Roles of the COO and CFO: First Annual Survey and Discussion

In preparation for the 2013 COO & CFO Forum, Thomson Reuters has undertaken the first major market-wide survey to assess (and benchmark) the roles played by law firm COOs and CFOs inside their organization and to identify how such crucial roles are evolving. During this session, the results of the survey will be presented, and a panel of experienced law firm executives will respond, adding their own observations as to ways in which these key positions have changed over time and are likely to change in the future.

3:00 pm – 3:30 pm Break

3:30 pm – 5:00 pm Investing in Work Process Transformation
Increasingly, law firm clients are demanding increased “value” for the dollars they spend on legal services. And “value” in this context normally includes an expectation of greater efficiency, predictability, and cost effectiveness in the delivery of legal services by their outside counsel. This session will focus on a case study of the radical ways in which a firm has responded to these client demands by redesigning its legal work processes within a broad framework of “Lean Six Sigma.” Following Lisa’s presentation, a panel of experienced law firm executives will comment on the Seyfarth process and discuss

the lessons that other firms might take away from Seyfarth’s experience.

5:00 pm – 6:00 pm Networking Reception

Hosted by:  IRON MOUNTAIN®

FRIDAY OCTOBER 25, 2013

8:00 am – 9:00 am Continental Breakfast Workshop

Hosted by:  Mattern & Associates, LLC

9:00 am – 10:30 am Investing in Thought Leadership, Knowledge Management and Client-Facing Technology
Increasingly, law firm clients are demanding increased “value” for the dollars they spend on legal services. And “value” in this context normally includes an expectation of greater efficiency, predictability, and cost effectiveness in the delivery of legal services by their outside counsel. In this session, Lisa Damon, a partner at Seyfarth Shaw, will present a case study of the radical ways in which her firm has responded to these client demands by redesigning its legal work processes within a broad framework of “Lean Six Sigma.” Following Lisa’s presentation, a panel of experienced law firm executives will comment on the Seyfarth process and discuss the lessons that other firms might take away from Seyfarth’s experience.

10:30 am – 11:00 am Networking Break

Hosted by:  DTZ
a UGL company

11:00 am – 12:30 pm Investing in Firm Governance, Management and Partner Development
One side effect of the changes permeating the legal profession has been increased introspection by many firms on their pre-existing governance and management structure(s). Today’s legal climate requires flexibility and sensitivity to client demands, along with greater efficiency and more comprehensive development processes for partners and associates. Partners, in particular, are seeing the need for new skill sets as their roles evolve inside larger, more diverse firm structures. In this session, a panel of experienced law firm leaders and observers will consider the leadership challenges and various initiatives that might be undertaken to achieve greater value and growth within a firm

12:30 pm – 12:45 pm Closing Remarks

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