



## Practice Management NSW 2012

Perspectives on law firm leadership and  
upcoming challenges

24 May 2012, The Grace Hotel Sydney

### Program highlights

- Gain an insight into current legal market trends and the effect of globalisation on the Australian legal profession
- Improve profitability and discover key performance drivers
- Learn how to attract, develop and reward the best legal talent
- Discover opportunities for mid tiers to capitalise on gaps in the market
- Understand the ethical and practical implications of using social media in legal practice
- Receive tips on how to optimise your firm's internal resources

### Speakers

- **Ian Robertson**, Managing Partner, **Holding Redlich**
- **Chris Freeland**, National Managing Partner, **Baker & McKenzie**
- **Mark Rigotti**, Managing Partner, **Freehills**
- **Mel Chee**, Director: Benchmarks, **Beaton Research & Consulting**
- **Tristan Forrester**, Director: Professions, **Beaton Research & Consulting**
- **Lawrence Atkinson**, Principal, **Lawrence Atkinson Practice Management Services**
- **Steve Sampson**, General Manager, **Hunt & Hunt Lawyers**
- **Margaret Byrne**, Principal Consultant, **UGM Consulting**
- **Steve Mark**, NSW Legal Services Commissioner, **Office of the Legal Services Commissioner**

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Ethics and Professional Responsibility

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# Practice Management NSW 2012

## Perspectives on law firm leadership and upcoming challenges

Thursday, 24 May 2012

8:30	Registration	12:15	Networking lunch for speakers and delegates
8:50	Opening address from the Chair  <b>Ian Robertson</b> , <i>Managing Partner, Holding Redlich</i>	1:15	Challenges to profitability and financial issues <ul style="list-style-type: none"><li>• Push against hourly rate models in favour of fixed costs</li><li>• The Alternative Fee Arrangement trend</li><li>• Cost Consciousness and Legal Project Management – scoping, budgeting and managing work in progress – and communication</li><li>• Cultural implications of these trends</li><li>• Opportunities and value</li></ul> <b>Mark Rigotti</b> , <i>Managing Partner, Freehills</i>  ■ 1 MCLE point in Practice Management and Business Skills
9:00	State of the Legal Profession 2012 <ul style="list-style-type: none"><li>• Changing client expectations and use of law firms</li><li>• Revenue, cost and profitability predictions</li><li>• Top tier vs mid tiers – winners and losers</li><li>• Trends in client service performance</li><li>• Does size really matter? Who benefits from growth?</li><li>• Where to next for the legal profession?</li></ul> <b>Mel Chee</b> , <i>Director: Benchmarks, Beaton Research &amp; Consulting</i> <b>Tristan Forrester</b> , <i>Director: Professions, Beaton Research &amp; Consulting</i>  ■ 1 MCLE point in Practice Management and Business Skills	2:15	Opportunities and threats for mid size domestic firms <ul style="list-style-type: none"><li>• Opportunities for mid tiers in the globalisation of domestic mid tier law firms</li><li>• How business models for mid tier firms differ from large law and top tier firms</li><li>• Getting the most of the firm's intellectual property and knowledge base</li><li>• Identifying the risks of mergers, alliances and lateral hires</li><li>• Capitalising on your firm's internal resources</li></ul> <b>Steve Sampson</b> , <i>General Manager, Hunt &amp; Hunt Lawyers</i>  ■ 1 MCLE point in Practice Management and Business Skills
10:00	Managing uncertainty and the new legal market <ul style="list-style-type: none"><li>• Key trends in the profession and how to respond</li><li>• The impact of globalisation</li><li>• A look at what is on the Managing Partners' agenda</li><li>• Questions and answers</li></ul> <b>Chris Freeland</b> , <i>National Managing Partner, Baker &amp; McKenzie</i>  ■ 1 MCLE point in Practice Management and Business Skills	3:15	Ethical challenges and global practice: what lies ahead <ul style="list-style-type: none"><li>• The ethical and practical implications of using social media in legal practice</li><li>• Legal process outsourcing - ensuring ethical practice</li><li>• Costs and communication: challenging the status quo</li></ul> <b>Steve Mark</b> , <i>NSW Legal Services Commissioner, Office of the Legal Services Commissioner</i> <b>Tahlia Gordon</b> , <i>Research &amp; Project Coordinator, Office of the Legal Services Commissioner</i>  ■ 1 MCLE point in Ethics and Professional Responsibility
11:00	Morning tea		
11:15	New skills for new times: diversity and your firm <ul style="list-style-type: none"><li>• Discovering new evidence about difference</li><li>• Tackling the gender gap</li><li>• Breaking through the 'bamboo ceiling'</li><li>• Building an inclusive culture</li><li>• Learning how to influence – your key to innovation</li></ul> <b>Dr Margaret Byrne</b> , <i>Principal Consultant, UGM Consulting</i>  ■ 1 MCLE point in Practice Management and Business Skills		

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24 May 2012, The Grace Hotel Sydney

4:15 Afternoon tea

4:30 Attracting, developing and rewarding the best legal talent

- The next generation of legal talent
- Understanding your Generation Y colleagues
- Letting operations support recruitment and retention
- How does your workplace stack up?

**Lawrence Atkinson, Principal, Lawrence Atkinson Practice Management Services**

■ 1 MCLE point in Practice Management and Business Skills

5:30 Close of conference

What our delegates have said about previous conferences:

*"Excellent presenters that hold your attention and crystallise points"*

*"Succinct and useful. An important tool for my practice"*

*"Great insights that remain in the forefront of my mind. Fantastic"*

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#### Who should attend?

- Managing Partners
- Executive Committee Members
- Practice Managers
- General Counsel
- Senior Partners headed towards Management
- HR Managers
- IT Managers

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# Priority registration form

## Practice Management NSW 2012

24 May 2012  
The Grace Hotel  
77 York Street  
Sydney NSW 2000

# 5 easy ways to register

**Online:** [www.lexisnexis.com.au/pd](http://www.lexisnexis.com.au/pd)  
**Email:** [registration@lexisnexis.com.au](mailto:registration@lexisnexis.com.au)  
**Phone:** 1800 772 772  
**Fax:** (02) 9422 2338

**Mail:** Conference Co-ordinator, LexisNexis  
Locked Bag 2222, Chatswood Delivery  
Centre, Chatswood NSW 2067  
or: DX 29590 Chatswood

Please complete sections A, B, C, D

## TAX INVOICE

Conference code: PD1912

ABN: 70 001 002 357

### A Delegate 1 details

Mr/Ms/Dr: \_\_\_\_\_  
First name Last name

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email (required\*\*): \_\_\_\_\_

### Delegate 2 details

Mr/Ms/Dr: \_\_\_\_\_  
First name Last name

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email (required\*\*): \_\_\_\_\_

### Delegate 3 details

Mr/Ms/Dr: \_\_\_\_\_  
First name Last name

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email (required\*\*): \_\_\_\_\_

\*\* to send conference confirmation

### C Event pricing (please tick your selection)

#### WEB

#### GROUP BOOKING

Register 3 or more people from the same organisation at the same time and book at the advanced price per person.

#### EXAMPLE

<input checked="" type="checkbox"/>	Conference	1	\$ 900 + GST = \$ 990	\$990
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#### Advanced price (register and pay before 30 March 2012)

Please Select	Options	Qty	Price	Subtotal
	One day conference		\$ 900 + GST = \$ 990	

#### Standard price (register and pay after 30 March 2012)

Please Select	Options	Qty	Price	Subtotal
	One day conference		\$1150 + GST = \$1265	



**Conference Resources**  
☐ I am unable to attend but please send me the Practice Management NSW 2012 conference papers

Qty	Price	Subtotal
	\$180+ GST = \$198	

# Advanced price, team discounts and any other discount cannot be taken concurrently

TOTAL

### D Payment details

Payment is due upon registration. This document will be a Tax Invoice/Receipt for GST upon completion of payment.

☐ Enclosed is my cheque for: \$ \_\_\_\_\_ made payable to LexisNexis

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### B

#### Please send me more information on:

- ☐ Legal Intensive NSW 2012 – 15 March 2012
- ☐ Government Contract Drafting and Tendering – 27 March 2012
- ☐ Australia's Credit Law Regime: Comprehensive Workshop – 29 March 2012
- ☐ Responsible Manager Training Workshops -1 & 8 May 2012
- ☐ Wills Drafting 2012 – VIC – 17 May 2012
- ☐ National Mining Law 2012 – 16 May 2012
- ☐ Contracts Masterclass 2012, Jeffrey Goldberger – 11 July 2012 (NSW)
- ☐ Australian Women Lawyers 4th National Conference – 10-12 August 2012

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