

Two-day conference
11-12 May 2011, De Vere Holborn Bars, London

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KM LEGAL 2011

Achieve competitive advantage in a deregulated legal services
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Expert contributions from:

Allen & Overy LLP
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CMS Cameron McKenna LLP
Herbert Smith LLP
Orrick, Herrington & Sutcliffe LLP
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A two-day conference that will ensure you:

- » Understand what your clients really want and innovate, to deliver first-out-of-the-gate added-value services, exploiting technology advances
- » Learn about the role of knowledge management (KM) in managing and pricing alternative fee arrangements
- » Use technology to power effective internal knowledge sharing and push information to your fee earners before they realise they need it
- » Hear two very different perspectives on sourcing: 1) from a firm that is implementing outsourcing and 2) from a firm that is currently considering different sourcing options
- » Benefit from one speaker's thoughts on the future of PSLs and another's on how the knowledge function could be structured – and how to get buy-in for change
- » Build an effective KM team comprising people from different backgrounds with different skill-sets
- » Discover how the role of KM is changing, especially in terms of the interplay with other law firm functions and disciplines, and debate what law firm KM really means in 2011
- » Find out how you can exert your own influence to ensure that KM is always on your Managing Partner's strategic agenda

“ *KM Legal stands out for me as the only annual conference that is designed for and by the broader legal KM community – you get a real sense of a community coming together to share ideas and issues in an open and practical way.* ”

KM Head, Magic Circle firm

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2011. The year of the client. The recession that law firms are growing out of did not result in the major price discounting frenzy in legal services that was predicted by some experts. But, with legal services deregulation about to introduce some fierce and unusual competition, no law firm knowledge manager can afford not to have their focus and their projects fully aligned with the core strategic law firm goal of competitive advantage.

Your law firm's clients are more sophisticated, complex and demanding than ever before. Added-value services, provided by the KM department, used to be a means of standing out from your competitors but now these are written in to tenders as expected and standard. It is becoming clear that clients want to see innovation from their legal services suppliers which give them access to your firm's key asset – knowledge – in a way that suits them, perhaps fuelled by the technological advances that your clients are now used to in their personal and other spheres.

But, all the while, you are under pressure to consider strategies such as disaggregation and outsourcing to meet your client's other and simultaneous demands for lower fees and quicker work.

Fear not. The programme for **KM Legal 2011**, written in consultation with the leading thinkers in the law firm KM space, has been designed to help you tackle these challenges at a fundamental and strategic level.

Don't miss:

- » The client panel. Your chance to ask in-house counsel from *BT*, *The FA Group (the Football Association)*, and public sector shared service *Legal Services Lincolnshire*, as well as in-house counsel expert CEO of US legal social networking forum *Legal OnRamp*, what do your clients really want from you – is it a killer iPad app, for instance?
- » *Charles Christian's* futurology session on how technology can help you add value for your clients
- » Our guest speaker from the USA, the Chief Knowledge Officer of *Orrick, Herrington & Sutcliffe LLP* as he questions whether 2011 could spell the end for PSLs
- » *White & Case LLP* on the relationship between KM and efficiency, with a particular focus on alternative pricing arrangements
- » *CMS Cameron McKenna LLP* and *Herbert Smith LLP* talking, from their two very different perspectives, on sourcing. Bring your questions for a dedicated Q&A session
- » *Mills & Reeve LLP's* client focused re-engineering and disaggregation case study
- » Award winning speaker *Nick Davies*, of *The Really Great Training Company*, on how **YOU** as a knowledge manager or a PSL are critical to your business and actually control your own influence in the firm

The only law firm KM event in the UK, with an established track record of excellent feedback over many years, KM Legal 2011 will send you away equipped with new ideas and inspiration as well as with refreshed, updated thinking to help you tackle the daunting challenges that lie ahead. Can you afford not to be there?

Past feedback

What our delegates said about the 2010 event:

"Very good, better than ever. Best Ark event have been to."

Support Director, Magic Circle firm

"Best ever. Client/value added services focus was especially welcome. Ideas for internal planning/analysis to improve efficiency and client focus. Good contacts including old friends and some new ones!"

Carol Aldridge, Head of Knowledge Management, Burges Salmon LLP

"I leave today feeling invigorated, with lots of helpful ideas and tips that I can implement when back at work. Lots of good ideas from hearing and seeing what others have done."

Janis Law, Director of Knowledge Management, Clarke Willmott LLP

"The content and agenda were even better than previous years. Well done! Lots of useful insights and ideas."

Jessica Magnusson, Head of Knowledge Management, Baker & McKenzie

"Excellent event. Thank you. Many key ideas and interesting points."

Megan Jenkins, Head of Central KM, DLA Piper

"Very good, pertinent content. Many thanks."

Mark Collins, Head of Knowledge, Nabarro LLP

"So many useful ideas – inspiring!"

Stephen Crook, Partner, Pannone LLP

Further expert contributions from:

Clients:

BT
The FA Group
Legal OnRamp
Legal Services Lincolnshire

Legal industry experts:

Charles Christian of The Orange Rag
Lee Bryant of Headshift
Nick Davies of The Really Great Training Company
Melanie Farquharson of 3Kites Consulting
Anthony DeCerce of TDCGE

CONFERENCE AGENDA

DAY ONE - Wednesday 11 May 2011

09:00	Registration and refreshments		
09:30	Chair's opening remarks <i>Ruth Ward, Head of Central KM, Allen & Overy LLP</i>		
THE RELATIONSHIP BETWEEN KNOWLEDGE MANAGEMENT AND LAW FIRM EFFICIENCY			
09:40	Driving efficiency in legal services to deliver what your clients want <ul style="list-style-type: none"> » Revisiting client pricing models: The role of knowledge management in pricing and managing alternative fee arrangements » A return to basics: Resourcing legal processes effectively » Creating an efficient knowledge function: Providing access to knowledge » Quantifying the value that additional services are perceived to have by your clients » Reviewing lessons learned from White & Case's recent knowledge management programme » Offering an international/US perspective on efficiency <i>Simon Walker, Director of Knowledge and People Development, White & Case LLP</i>		
10:20	CASE STUDY: Working with clients to re-engineer law firm processes <ul style="list-style-type: none"> » Disaggregating work-streams and reconstructing them in a more cost-effective way » Understanding your processes from the perspective of client value » Exploiting online client channels for cost-efficiency: Integrating your intranet, extranet and electronic file management system <i>Duncan Ogilvy, Partner, Mills & Reeve LLP</i>		
11:00	Morning coffee break		
KNOWLEDGE MANAGEMENT FOR CLIENT RELATIONSHIPS			
11:30	CLIENT PANEL: What makes a law firm stand out from the rest in 2011? With added value services now becoming a standard feature of the majority of client tenders and pitches; a downward pressure on fees for legal work; and increasing client demands for faster communication and quicker legal work, we ask our panel of in-house lawyers the following questions: <ul style="list-style-type: none"> » What do you really want from your law firm? » How can knowledge managers help their firms to differentiate themselves to stand out from the competition? » Where is the market headed? Will law firms move towards a consultancy type model? » Would you use an iPad or iPhone app if your law firm built one for you? What would a "killer app" look like to you? » Should law firms second KM professionals to their clients? <i>Doug Marshall, Group Legal, The FA Group</i> <i>Paul Lippe, Founder and CEO, Legal OnRamp</i> <i>Eleanor Hoggart, Assistant Practice Director, Legal Services Lincolnshire</i> <i>Geoffrey Beedham, BT Legal</i>		
12:20	Networking lunch break		
13:20	Adding real value for your clients: Understanding the new tech-savvy client and the emerging technologies that are at your disposal <ul style="list-style-type: none"> » Technology as a differentiator: How does it compare to price? » Offering your website or intranet as a portal to internal or subscriber databases: Exploring the security, risk and licensing issues » Exploiting social networking technology: What is the true influence of lawyer blogging and tweeting on winning business? » Smartphone apps: Would your clients really use one if you built it? If so, how should you go about doing it? » Is there still a role for traditional added value services? <i>Charles Christian, Editor-in-Chief, Legal Technology Insider, American Legal Technology Insider and The Orange Rag</i>		
14:00	CASE STUDY WITH Q&A SESSION: Implementing a social framework in a law firm to share knowledge and information innovatively <ul style="list-style-type: none"> » Reaping business value by tapping into a wealth of existing internal and external information » Distributing information to clients quickly and efficiently via newsfeed aggregation » The next steps: Incorporating user feedback; connecting legacy systems and towards Reynolds Porter Chamberlain "apps" » Q&A SESSION: Participants are invited to bring their own questions to this session to benefit from the wider lessons that have been learnt on overcoming barriers to implementation in a law firm <i>Lee Bryant, Co-founder, Headshift with Andrew Woolfson, Knowledge Director, Reynolds Porter Chamberlain LLP</i>		
PICK AND MIX BREAKOUT SESSIONS: FOCUS ON KM TECHNOLOGY			
14:40	BREAKOUT SESSION 1	BREAKOUT SESSION 2	BREAKOUT SESSION 3
	Beyond pure social networking: Exploiting the full benefits of collaborative technology <ul style="list-style-type: none"> » Demonstrating the real value of technologies such as wikis and SharePoint 2010 for use in building client relationships and internal knowledge sharing » Is SharePoint 2010 the new dawn for KM? » How a small firm might benefit from collaborative tools » GROUP DISCUSSION: Examples of how collaborative technologies have been used by law firms to date <i>Melanie Farquharson, Consultant, 3Kites Consulting</i> <i>Claire Andrews, Director of Knowledge Management – Europe and Asia, Cleary Gottlieb Steen & Hamilton LLP</i> <i>Mark Walmsley, Programme Manager, Freshfields Bruckhaus Deringer LLP</i>	CASE STUDY: Implementing a document assembly project in a law firm <ul style="list-style-type: none"> » Delivering efficiency in legal services through automation » Document assembly technology for smaller firms » Sharing group experience on building better client relationships by allowing your clients the flexibility to build their own documents » GROUP DISCUSSION: What lessons can be shared amongst the group? What are the pitfalls to watch out for when implementing document assembly in a law firm? <i>Alister Bould, Head Property PSL, Pinsent Masons LLP</i> <i>Graham Smith, Partner and Global Head of Banking Know-How and Documentation, Allen & Overy LLP</i>	Beyond search: Delivering information to your fee earners before they realise they need it <ul style="list-style-type: none"> » Presenting information to fee earners in a client centric or matter centric format » The push: Collating information that will be relevant to fee earners – choosing which information to push » Engagement and collaboration – lessons learned » Consistency versus flexibility across a multi-site business <i>Pamela Watson, Knowledge Services Manager and Steve Dagleish, Online Developer, Shepherd and Wedderburn LLP</i>
15:20	Afternoon coffee break and changeover		
16:00	ALL THE ABOVE BREAKOUT SESSIONS ARE REPEATED FOR PARTICIPANTS TO ATTEND A SECOND OPTION		

FOCUS ON SOURCING

16:40	<p>Perspective 1: A firm that is currently outsourcing Business process outsourcing – the knowledge and information services (KIS) model for CMS Cameron McKenna</p> <ul style="list-style-type: none"> » What led CMS Cameron McKenna to decide on outsourcing knowledge and information services? » Can a full legal library function be outsourced? » Compliance, competitive advantage, confidentiality and the SRA » The CMS model – how does it work? » What does this mean for KM? <p>Kate Stanfield, Head of Knowledge Management, CMS Cameron McKenna LLP</p> <p>Perspective 2: A firm that is reviewing its knowledge and information services model Considering the business case for alternative sourcing options at Herbert Smith</p> <ul style="list-style-type: none"> » Weighing up the pros and cons of the different ways forward » Who should be involved in the decision making process? » Key factors to take into account » Next steps for Herbert Smith <p>Richard King, Head of Legal Knowledge, Herbert Smith LLP</p> <p>Q&A SESSION: Your chance to put your burning questions on the different sourcing options to Kate and Richard</p>
17:20	Chair's closing remarks
17:30	Close of day one

DAY TWO - Thursday 12 May 2011

09:00	Registration and refreshments	
09:30	Chair's opening remarks Ruth Ward, Head of Central KM, Allen & Overy LLP	
ORGANISING AND STRUCTURING KNOWLEDGE MANAGEMENT		
09:40	<p>The end of PSLs? In this session Peter Krakaur, Chief Knowledge Officer of US firm Orrick, Herrington & Sutcliffe, will discuss whether technology has progressed to a stage that suggests we reinvent the way that PSLs support the practice of law. Through the use of certain technology, it is now more practical to review scores of documents to identify AND maintain truly standard clauses and documents. It is also possible to identify what is market standard and to benchmark a firm's precedent against that standard in almost real time. This discussion will naturally include an international/US perspective. Peter Krakaur, Chief Knowledge Officer, Orrick, Herrington & Sutcliffe LLP</p>	
10:20	<p>Structuring the knowledge function: Where should the knowledge process be governed from?</p> <ul style="list-style-type: none"> » How did we get here? Discussing the different ways that the knowledge and PSL functions are organised » Challenges to the status quo: Alignment with overall firm strategy and needs » Where does the knowledge function add value (within firms and to their clients)? » Managing the pitfalls in making changes » Considering the future (including potential outsourcing) when settling on a resilient structure » GROUP DISCUSSION: What are the pros and cons of the different ways of structuring the knowledge function? <p>Mark Gould, Head of Knowledge Management, Addleshaw Goddard LLP</p>	
11:00	Morning coffee break	
11:30	<p>Effective integration of internal and external resources Sally Roberts from Macfarlanes LLP describes the motivations behind a project to integrate access to internal and external resources at the firm using a combination of enterprise and federated search technologies. The presentation will discuss the challenges faced during the implementation, the benefits delivered and lessons learnt. The session will also include:</p> <ul style="list-style-type: none"> » A demonstration of how the solution fits together » Feedback on how the new system has been received » Plans for future development <p>Sally Roberts, Intranet and Knowledge Manager, Macfarlanes LLP</p>	
BREAKOUT SESSIONS: PROJECT IMPLEMENTATION		
12:00	BREAKOUT SESSION 1	BREAKOUT SESSION 2
	<p>SharePoint: A sea change for law firm KM</p> <ul style="list-style-type: none"> » The extent of the revolution: What can SharePoint deliver for law firms in 2011? » CASE STUDY: Implementing SharePoint 2007 at Lewis Silkin LLP » Lessons learned: How other law firms can benefit from Lewis Silkin's experience » How do SharePoint 2007 and SharePoint 2010 compare, should you even try to compare them? <p>Jan Durant, Director of IT, Lewis Silkin LLP Anthony DeCerce, Independent Consultant, TDCGE Sam Dimond, Director of Knowledge Systems, Clifford Chance LLP</p>	<p>Where to begin with your disaggregation or process efficiency project</p> <ul style="list-style-type: none"> » Aligning the project with firm strategy » Gaining buy-in from senior management » Deciding which processes can be made more efficient » Obtaining feedback from your clients, fee-earners and staff <p>Richard King, Head of Legal Knowledge, Herbert Smith LLP</p>
Please note that each of these breakout sessions only runs once		
12:40	Networking lunch break	

FOCUS ON PEOPLE

- 13:40 Building an effective KM team**
- » Putting together an effective KM team with a range of different skills, competencies and perspectives
 - » Encouraging collaboration between:
 - PSLs
 - Knowledge managers
 - Information professionals
 - IT, BD and L&D
 - » Professional development for the KM team
- Jane Bradbury, Learning & Knowledge Management Director, Field Fisher Waterhouse LLP**

REDEFINING THE KM ROLE

- 14:20 The changing role of law firm KM: Getting to grips with risk management**
- » Explaining the growing importance of risk management and regulation in a law firm
 - » Understanding the new regulatory regime and how it impacts on the knowledge and learning function
 - » Working together: Identifying distinct features and synergies between KM and risk – how do they fit together and complement each other?
 - » The role of KM in identifying and mitigating risks to the firm
- Lucy Dillon, Director of Knowledge Management, Berwin Leighton Paisner LLP**

15:00 Afternoon coffee break

- 15:30 Recognising that YOU, as a knowledge manager or PSL in a law firm, are critical to your business**
- » Understanding how YOU can take control and determine the influence that you have on the business
 - » Designing fun training sessions – making people want to come to you
- Be ready to get involved in this interactive session**
- Nick Davies LLB (Hons), Barrister, The Really Great Training Company**

FUTURE DIRECTIONS

- 16:10 Understanding your internal client: What does the 21st century associate look like?**
- » Where is Generation Y?
 - » How tech-savvy is the new generation of lawyers?
 - » Is technology moving ahead faster than social change and legal practice?
 - » Are new ways of working evident or yet to come?
 - » GROUP DISCUSSION: Describing the lawyers of the future – are we waiting for Generation Z?
- Claire Andrews, Director of Knowledge Management – Europe and Asia, Cleary Gottlieb Steen & Hamilton LLP and Wendy Small, Head of Knowledge Management, Eversheds LLP**
- 16:50 PANEL DISCUSSION: What is KM in a law firm in 2011?**
- » Is pure KM being diluted by an increasing focus on information delivery?
 - » The strategic re-alignment of KM in the reshaped legal services business
 - » How changing client expectations give rise to increasing interaction with internal departments such as Learning & Development, HR, Marketing, Business Development, Finance and Risk
 - » What new skills do knowledge managers need?
 - » What sits outside of knowledge? Does anything, actually, in an unpredictable economic climate? Should KM be involved at the core of the firm's business, regardless of the economic outlook?
 - » Aggregating responses by role; do knowledge managers, PSLs, information professionals and IT experts feel differently on this question?
- Mark Gould, Head of Knowledge Management, Addleshaw Goddard LLP**
Sarah Cameron, Legal Director, Pinsent Masons LLP
Juliet Humphries, Head of Knowledge & Learning, Bird & Bird LLP

17:20 Chair's closing remarks

17:30 Close of conference

Who should attend?

This conference is designed for those who are working with the strategic importance of knowledge and information as competitive advantage in a law firm, and those who are looking to learn more about how knowledge management can drive law firm business. In the past, attendees have included Managing Partners, Directors and Heads of Knowledge Management, KM Partners, Professional Support Lawyers (PSLs), IT Directors, HR and Learning Directors, Librarians, Business Development Managers and information professionals.

Media Partners



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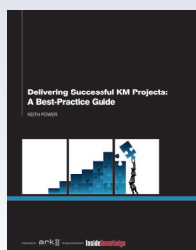
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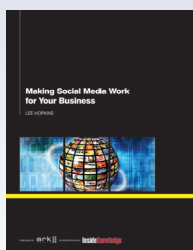
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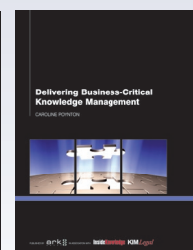
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