

LMS New Solicitors' Forum 2007

Wine reception
+ two free books
(worth £44.90)



Wednesday, 10 October
Central London

Plenary sessions:

Managing finance
Marketing yourself and your department
Business development and client service
Talent management – promoting yourself
The importance of excellence in management

Private practice breakout stream:

Preparing for partnership
Blogging in today's law firm
Quality and risk management
Principles of law firm management

In-house breakout stream:

Career progression
Managing legal services
Effective communication
Managing the legal department



• 7 CPD hours + Management Course Stage One • 14 high-profile speakers • from £120 + VAT

About the event

The fifth annual *LMS New Solicitors' Forum* will cover a variety of management issues including HR, finance, marketing, business development, client care, quality, risk management and informative sessions on career development and preparing for partnership.

It satisfies the criteria for Management Course Stage One (MCS1), a compulsory element of training that all lawyers must undertake within three years of qualification.

The event is specifically designed for newly qualified solicitors, those seeking partnership and in-house lawyers interested in the management of a legal department.

Delegates can choose from eight in-house and private practice breakout sessions. The event will be followed by a wine reception, networking and exhibition.

Delegates will also receive free copies of *Clarity for Lawyers* (Law Society Publishing, £24.95 RRP) and *Solicitors' Guide to Good Management* (Law Society Publishing, £19.95 RRP).



About the Section

The Law Management Section (LMS) is one of four representative membership associations of the Law Society.

Established in 1998, it provides best practice information and support to solicitors and non-solicitors on the full range of practice management disciplines including HR, finance, marketing, IT, business development, client care, quality and risk.

The comprehensive range of products and services includes:

- magazine with up to eight hours free CPD per year;
- e-newsletter six times per year;
- national CPD-accredited events programme covering all management disciplines;
- financial benchmarking survey;
- free toolkits on mergers, risk management, HR, business development, and Internet policies;
- website featuring member polls, discussion forum, useful resources and links, and secure payment facility;
- networking opportunities;
- ties with key committees and group; and
- discounts on a range of events, texts and training packages, including 20 per cent off all related Law Society Publishing titles.

Membership is open to solicitors; those concerned or involved in the management of a legal practice or department (whether as a proprietor or as an employee in a legal practice); or those habitually or frequently concerned or involved with the supply of services to legal practices that relate to the financing or management of such practices.

For further information, visit www.lms.lawsociety.org.uk, email lawmanagementsection@lawsociety.org.uk or telephone 020 7316 5707.

About the speakers

Andrew Allen is a partner at Winter Rule Chartered Accountants. Responsible for law firms and larger corporate clients, he is a committee member of the Institute of Chartered Accountants in England and Wales Solicitors' Special Interest Group and editor of its quarterly newsletter.

Anthony Armitage is a solicitor and managing director of First Law, an independent consultancy firm. He was previously at Allen & Overy for eight years and a commercial property partner at Davies Arnold Cooper. He is chair of the In-House Lawyers' Association and was vice chair of the Law Society Commerce and Industry Group.

Olivia Burren is a senior risk management consultant at St Paul Travelers Professional Risks Ltd. After serving as a solicitor in private practice, she transferred to the Office for the Supervision of Solicitors and later to the Solicitors' Indemnity Fund. She has lectured and written extensively on risk management.

Matthew Claxson is an associate for Fentons Solicitors LLP in the litigation department of its London office. A member since 2002, he is chair of the Young Solicitors Group (YSG) and has been a member of its National Executive Committee since 2004.

Adam Edwards is the finance partner of central London firm Cumberland Ellis LLP. A corporate and commercial solicitor with expertise in advising small- to medium-sized enterprises, he heads the commercial group and specialises in IT/IP law. He also serves as partner in charge of IT within the firm.

Deborah Evans is chief executive of the Legal Complaints Service. Her aim is to bring about strategic improvement during the next two years to integrate the organisation into the Office for Legal Complaints. Previously practice director with Anthony Collins Solicitors, she is also a member of the LMS executive committee.

Sue Iveson is senior consultant at the Professional Career Partnership. She has 25 years' experience working in organisational and people areas in the city. For the past nine years, she has focused on coaching and career management issues, building on earlier experience as an employment lawyer.

Paul Marsh is a consultant at Surrey law firm Downs Solicitors LLP and is deputy vice president (vice president from July 2007) of the Law Society. He has led the Law Society's criticisms of Home Information Packs (HIPs) legislation and has also been a member of the Society's Representation Board, Finance Sub-Committee and Chair of the Conveyancing and Land Law Committee.

Simon McCall is a founder member of Sherwood PSF Consulting and has served as a consultant to lawyers for 16 years. He works in the areas of strategy, marketing, organisation structure and management development. He was previously a solicitor in private and in-house practice and holds a Master of Business Administration from the Cranfield School of Management.

Des O'Connell is a member of the in-house group at Sherwood PSF Consulting. Previously, he was a senior executive with Barclays and managing partner of Biddle (now merged with Pinsent Mason). For several years he was a tutor and lecturer in Nottingham Law School's Master of Business Administration programme in legal practice. He is also a trained business coach.

Justin Patten is principal of Human Law and an accredited mediator, solicitor, trainer and blogger. The author of the award-winning *Human Law* blog, he has been commissioned by Gower Publishing to co-write a book about blogging and social media.

Gwyn Price is a consultant in Sherwood PSF Consulting's in-house group. He also serves as visiting professor at Nottingham Law School and consults on a project basis for American Express. He previously served in Norton Rose's commercial practice and at American Express.

Carole Spiers is founder of Carole Spiers Group, a motivational speaker, BBC broadcaster and author. The author of *Tolley's Managing Stress in the Workplace* and *Turn Your Passion Into Profit*, she is president of the London chapter of the Professional Speakers' Association and a vice president of the International Stress Management Association.

Patricia Wheatley-Burt (FCIPD) is principal consultant and trainer at Trafalgar – The People Business. For more than 20 years, she has worked within the professional and commercial sectors, helping firms and companies improve their profitability through improved people management. She provides business and HR consultancy, training and coaching to her clients, lectures widely and produces a range of training materials.

Programme

08.45–09.15 **Registration**

09.15–09.25 **Welcome and introduction**

Matthew Claxson, Associate, Fentons Solicitors LLP

09.25–09.45 **The importance of excellence in management**

Paul Marsh, Vice President, The Law Society

- Legal Services Bill – what will this mean for you?
- The importance of excellence in management
- Issues for the legal profession and the young solicitor in 2007-8

09.45–10.30 **Business development and client service**

Deborah Evans, Chief Executive, Consumer Complaints Service

- Retaining existing clients and securing new ones
- Maintaining client expectation and delivering excellent client service

10.30–11.15 **Private practice breakout stream**

Blogging in today's law firm

Justin Patten, Principal, Human Law

- The pros and cons of having a weblog
- Other forms of social media, such as wikis, podcasts and videos
- How to write suitable content for your weblog

In-house breakout stream

Effective communication: do you understand me?

Patricia Wheatley-Burt, Principal Consultant, Trafalgar - The People Business

- How we communicate - verbally and non-verbally
- How to identify the most appropriate, efficient method
- How to improve your communication techniques

11.15–11.35 **Refreshments, networking and exhibition**

11.35–12.30 **Managing finance**

Andrew Allen, Partner, Winter Rule Chartered Accountants

- Law firm profitability – how young solicitors fit into the bigger picture
- Efficient billing, work in progress (WIP) and time management
- Personal financial performance

12.30–13.05 **Talent management – promoting yourself**

Sue Iveson, Senior Consultant, Professional Career Partnership

- Getting your talent spotted
- Building relationships and networks
- Setting career goals

13.05–14.05 **Lunch, networking and exhibition**

14.05–14.50 **Private practice breakout stream**

Principles of law firm management

Simon McCall, Consultant, Sherwood PSF Consulting

- Models of law firm management
- Relating the detail to the bigger picture

In-house breakout stream

Managing the legal department

Des O'Connell, Consultant, Sherwood PSF Consulting

- Models of management
- Leadership, governance and service

14.50–15.35 **Private practice breakout stream**

Quality and risk management

Olivia Burren, Senior Risk Management

Consultant, St Paul Travelers Professional Risks Ltd

- Identifying risks before it is too late
- Providing better quality legal services
- Quality standards

In-house breakout stream

Managing legal services

Anthony Armitage,

Managing Director, First Law

- Setting up and delivering the service
- Working with law firms

15.35–16.00 **Refreshments, networking and exhibition**

16.00–16.45 **Private practice breakout stream**

Preparing for partnership

Adam Edwards, Partner, Cumberland Ellis LLP,

- Making the leap
- Partnership agreement
- Financial and practical issues for partners

In-house breakout stream

Career progression

Gwyn Price, Consultant, Sherwood PSF Consulting

- Developing management skills
- CPD/professional qualifications
- Planning your future

16.45–17.30 **Managing yourself and your department**

Carole Spiers, Founder, Carole Spiers Group

- Moving into marketing culture; making the leap from professional study to competitive arena
- Your department as a product; sellable capabilities that need promoting to relevant markets
- Your practice as a brand; corporate qualities and management styles that build an image

17.30–18.00 **Conference summary**

18.00–20.00 **Wine reception, networking and exhibition**

Distribution of MCS1 certificate and free books

Registration form

To register for *LMS New Solicitors' Forum 2007*, please complete in BLOCK CAPITALS and photocopy for any additional delegates before returning to: Event administrator, Law Management Section, The Law Society, 113 Chancery Lane, London WC2A 1PL (DX: 56 London/Chancery Lane). Alternatively, book online at www.lms.lawsociety.org.uk. Venue details will be forwarded with a confirmation letter.

Enquiries: telephone 020 7316 5707 or email lawmanagementsection@lawsociety.org.uk

Personal details

Title: _____ First name: _____ Surname: _____

Position: _____ Firm: _____

Address: _____

Postcode: _____ DX: _____

Telephone: _____ Fax: _____

Email: _____

Access/dietary requirements: _____

Please note that we may not be able to cater for any requirements that are not notified to us at least 10 working days before the event.

A supplement may be payable for special dietary requests.

Registration fee

Please tick a corresponding box and make cheques payable to **The Law Society**:

Law Management Section member: £165 + VAT = **£193.88**

Non-member: £220 + VAT = **£258.50** (includes introductory membership to the Law Management Section until January 2008 – see below)

Additional delegate from the same firm: £120 + VAT = **£141.00**

Breakout streams

Please indicate your preference below:

Private practice breakout stream:

1. Blogging in today's law firm
2. Principles of law firm management
3. Quality and risk management
4. Preparing for partnership

In-house breakout stream:

1. Effective communication
2. Managing the legal department
3. Managing legal services
4. Career progression

Non-members

To obtain introductory membership to the Law Management Section until 1 January 2008, worth £85 + VAT, please complete the following:

Type of practice:

- Legal sole practitioner
- 2-4 partner firm
- 5-10 partner firm
- 11-19 partner firm
- 20 plus partner firm
- Local government
- Academic
- Other (please specify) _____

Areas of interest:

- Client care
- Finance
- Franchise for legal aid
- Information Technology
- Marketing
- Personnel/Human Resources
- Practice management standards
- Quality
- Training
- Other (please specify) _____

Role (select one):

- Administrator
- Chief executive
- Director
- Executive committee member
- Head of department
- Managing partner
- Partner with specialist responsibility
- Practice manager
- Senior partner
- Support staff member
- Other (please specify) _____

Terms and conditions

1. To obtain accreditation for Management Course Stage One, delegates must apply individually, in writing, to the Solicitors Regulation Authority's CPD department, enclosing their certificate of attendance.
2. The Law Management Section reserves the right to amend or cancel this course where the occasion necessitates. Should the event be cancelled, full refund of any registration fee will be made but the Law Management Section shall accept no further liability.
3. Prices may be subject to change and a supplement may be payable for special dietary requests.
4. Full invoice payable unless a written cancellation notice is received at least 10 working days before the event, in which case the fee will be refunded less a £25+VAT administration charge; or a written delegate transfer notice is received at least 10 working days before the event. In the event of another transfer request, an administration charge of £25+VAT will be levied.
5. This booking form constitutes a legally binding contract. The delegate and firm are jointly and severally liable for payment of the fees due.

Law Society finance use only: ledger account code 200080, VAT inclusive, MS30-LB101-LMYSM1