



# Independent Law Firms Forum

Success and survival:  
grow your legal business  
in today's competitive climate

**Legal Week**  
**Independent**  
**Law Firms**  
**Forum**

Wednesday  
23 April 2008  
The Renaissance  
Chancery Court Hotel,  
London

In association with:

**\*berwin leighton paisner**

# Welcome

Independent law firms entered 2008 in a bullish mood. A survey of 80 European firms, published by Legal Week in November, found 98% of the respondents planning to grow this year. A significant majority (60%) also predicted that the market share of independent firms would increase in their home jurisdictions. Firms across the Continent revealed plans to open new departments in practice areas ranging from project finance, to energy, to business crime.

It is a picture of health that gives the lie to predictions at the turn of the century that independent firms would be swept aside by their international rivals. Several factors have worked in favour of the independent firms. Conflicts of interest mean there will always be a limit to the number of clients that the leading multi-office international firms can chase, while the geographical footprint of these firms has not been as large as some have predicted: independent firms continue to prosper in regions as distinct as Central and Eastern Europe, Italy and South Africa.

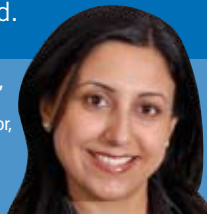
For their own part, many of the most successful independents have made a conscious effort to learn from their international rivals by adapting their management practices for their own ends.

In recognition of the achievements of this sector as well as the challenges ahead, Legal Week is delighted to present the inaugural Legal Week Independent Law Firms Forum. Featuring speakers from many of the world's leading independent firms across fifteen jurisdictions, this one-day conference is aimed at the sector's most senior lawyers, providing them with an opportunity to share ideas, debate the major issues and network.

Topics to come under the microscope include recruitment and retention, training, cost control, marketing, expansion and succession planning.

But the forum will also look at the bigger picture, setting out to predict how the legal market will develop over the coming years and ask how independent firms must adapt in order to deliver on their confident predictions of growth for 2008 and beyond.

**Aninder Khera,**  
Senior  
conference editor,  
Legal Week



**John Malpas,**  
Editor in-chief,  
Legal Week



# Programme

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8:30 Registration and coffee

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9:00 **Welcome:** Aninder Khara, senior conference editor, Legal Week

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9:05 **Chairman's opening remarks:** John Malpas, editor-in-chief, Legal Week

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9:15 **Opening keynote address:** **Leadership in an increasingly global competitive climate**

In a world where multinationals can seem to dominate, it is imperative for independent law firms to win new business and maintain their share of the market. Pressure from international rivals can be an impetus for positive change. This keynote will address how independent firms can best utilise their resources in order to compete within their jurisdictions and beyond.

**Jack Schiffer**, founding partner, Beiten Burkhardt, Germany

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9:40 **Panel discussion:** **Successfully managing growth**

Managing growth on any scale is one of the most difficult challenges facing today's independent law firms. Many of the most sought-after clients conduct their business in several jurisdictions. This puts their legal advisers under pressure to expand abroad. To do this successfully, law firms must combine the provision of first-class local knowledge with a consistent service. In this session, a panel of leading managing partners will discuss the logistics of setting up offices in new jurisdictions, covering such issues as technology, infrastructure, know-how and billing.

**Christophe Eck**, M&A partner, Gide Loyrette Nouel, France  
**Neville Eisenberg**, managing partner, Berwin Leighton Paisner, UK  
**Ion Nestor**, managing partner, Nestor Nestor Diculescu Petersen, Romania  
**Krzysztof Zakrzewski**, managing partner, Domanski Zakrzewski Palinka, Poland

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10:25 **Panel discussion:** **Recruiting and retaining talent to successfully compete in the legal marketplace**

To succeed, independent law firms must be able to attract, nurture and retain talented lawyers. But this is not the 'war for talent' in which the highest salary or bonus wins – an approach some firms have recently deployed. In order to compete effectively with global law firms and other financial services firms with better talent management records, independent law firms must adopt a more rigorous and systematic approach to the management of their human resources. This session will discuss how to ensure your people have both high-value legal skills and the ability to win new business and compete in the legal marketplace.

**Luis de Carlos**, joint managing partner, Uria Menendez, Spain  
**Aku Sorainen**, managing partner, Sorainen, Pan-Baltic  
**Jyrki Tahtinen**, managing partner, Borenius Kempainen, Finland  
**Des Williams**, chairman, Werksmans, South Africa

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11:10 Morning coffee

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# Programme

11:30	<b>Interactive focus groups:</b>	<b>A: Achieving the best out of your lawyers</b> Once you have negotiated the pitfalls of recruitment and secured the optimum talent for your firm, how do you ensure and maintain their professional development? This session will outline the latest thinking on how to improve the performance of fee earners. It will look at how best to reward high-performing staff and how to deal with under-performance. Among the topics covered will be training, pay and bonus structures, career development, communication and appraisals. <b>Ronald Marks</b> , partner, Konnov & Sozanovsky, Ukraine <b>John Taylor</b> , director, international, Berwin Leighton Paisner, UK	<b>B: Reducing costs/boosting performance</b> Reducing costs is a strategic necessity for any firm that cares about its long-term competitiveness. This session will provide guidance on how to control and even reduce costs, while at the same improving the quality of frontline services. <b>Jorge Santiago Neves</b> , partner, Barrocas Sarmiento Neves, Portugal <b>Guy Stobart</b> , managing partner, Burges Salmon, UK	<b>C: Defining your firm's marketing and branding strategies to achieve greater recognition</b> Creating a solid brand is essential to strengthening your profile and enhancing your credibility as an influential firm. This session will debate the value of branding and discuss ways in which firms can best market their services to clients and increase profits. <b>Christian Berger</b> , partner, Avocado Rechtsanwalte, Germany
12:30	<b>Panel discussion:</b>	<b>Learning from the 'magic circle' while maintaining your individuality as an independent</b> More recently, independent firms have come to realise there is much that they can learn from their international rivals without jeopardising the many benefits of being independent. This panel of distinguished law firm leaders will identify what independent firms can learn from their international rivals without sacrificing their firm's unique personality, and what aspects of these firms they should leave well alone.	<b>Piet Faber</b> , chief executive, Edward Nathan Sonnenbergs, South Africa <b>Patricia Gannon</b> , senior partner, Karanovic & Nikolic, Serbia <b>Andrzej Kmiecik</b> , partner, Van Bael & Bellis, Belgium <b>Charles-Henri de Pardieu</b> , senior partner, De Pardieu Brocas Maffei, France	
13:15	<b>Lunch</b>			
14:30	<b>Panel discussion:</b>	<b>Creating and maintaining successful referral networks</b> International referrals are the lifeblood of independent firms, which devote a huge amount of time and effort to establishing long-lasting and effective referral networks. This roundtable will examine the most effective ways of sourcing referral partners and how best to manage relationships once they have been established.	<b>Jose Maria Alonso</b> , managing partner, Garrigues, Spain <b>Robin Bloom</b> , senior partner, Dickinson Dees, UK <b>Jose Miguel Judice</b> , founding partner, PLMJ, Portugal <b>Enrico Zattoni</b> , equity partner, Pedersoli, Italy	

# Programme

15:15	<b>Interactive focus groups:</b>	<b>A: Structuring your firm for optimal value whilst efficiently managing growth</b> As a firm grows it is natural that the structure must accommodate that change. This session will give insights into how you can increase the effectiveness of working practices. It will also address the issue of succession – how a law firm can move beyond being the product of its founding partners, to an enduring institution. Discover how structuring your firm in a certain way can really add to the bottom line. <b>Jose Maria Alonso</b> , managing partner, Garrigues, Spain <b>Oleg Riabokon</b> , managing partner, Magister & Partners, Ukraine	<b>B: Examining the challenges and opportunities of operating in emerging markets</b> Recent years have witnessed an explosion of independent law firms operating in emerging markets. This interactive session will explore the challenges of setting up an independent law firm in such jurisdictions and examine the complexities of effectively managing local bureaucracy. The session will also attempt to identify the markets with the most potential for growth. <b>Des Williams</b> , chairman, Werksmans, South Africa <b>Krzysztof Zakrzewski</b> , managing partner, Domanski Zakreowski, Poland	<b>C: Effective knowledge management and technology</b> Know-how is key to any successful law firm's strategy. However, creating and capturing dynamic content is an ever-increasing challenge for firms as they consistently try to break down barriers to share information. This session will look at ways of encouraging lawyers to share and input information together with determining how technology can be best utilised for effective knowledge management. <b>Olivier Sciales</b> , partner, Chevalier & Sciales, Luxembourg
16:15	<b>Afternoon tea</b>			
16:45	<b>Panel discussion:</b>	<b>Effectively managing clients' expectations in order to successfully enhance your firm's growth</b> Managing your clients successfully entails not only meeting but more importantly exceeding their expectations, which will enhance profitability. This panel will examine, from a client's perspective, how independent law firms are best meeting their needs and requirements and discuss ways to enhance their working relationships. The panellists will also outline their approach to panel reviews, illustrate their criteria for panel selection and offer advice on how to impress during legal tenders.		<b>Claire Chapman</b> , general counsel and group company secretary, Inchcape, UK <b>Tuvi Keinan</b> , vice president, Morgan Stanley, UK <b>Rosemary Martin</b> , general counsel and company secretary, Reuters Group, UK
17:30	<b>Closing keynote address:</b>	<b>Examining the future of independent law firms</b> Designing a strategy for growth is essential to providing not only a framework but a shared vision of the future of your firm. This closing keynote will address how the international legal market will develop; what will be the key challenges facing these independent law firms; and how must they adapt in order to meet them?		<b>Neville Eisenberg</b> , managing partner, Berwin Leighton Paisner, UK
17:55	<b>Chairman's closing remarks</b>			
18:00	<b>Networking drinks reception</b>			
18:30	<b>Networking dinner</b>			
21:00	<b>End of dinner</b>			

# Sponsors

## For sponsorship enquiries:

Please contact **Karen Krieger** on +44 (0)20 7316 9151  
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### Conference host

## Legal Week

Dedicated exclusively to business lawyers, **Legal Week** is the premier publisher of news and analysis for lawyers in the UK. Legal Week breaks the biggest and freshest news in the profession and delves into the issues behind the stories, delivering a round-up of the most important global news stories, meaning that Legal Week is essential reading for business lawyers. Legal Week also runs a highly successful events division, providing specialist and exclusive events for the legal profession. In addition, Legal Week has an independent research arm, Legal Week Intelligence, and has recently re-launched [legalweek.com](http://legalweek.com)

### Sponsor

## \*berwin leighton paisner

**Berwin Leighton Paisner** is a leading, full-service international law firm with more than 600 lawyers providing highly-ranked expertise in corporate, finance, dispute resolution, real estate and tax. Clients include many FTSE 100 companies and other leading corporates, as well as public sector and financial institutions.

The firm has established strong relationships with leading independent law firms around the world to provide clients with access to the finest legal minds in each jurisdiction. Chambers Europe 2007 said its international approach “has proved to be a winning formula” and clients agree – the firm has doubled its international work in the last eighteen months. [blplaw.com](http://blplaw.com)

Register at:  
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or call: **Steve Hands**  
on +44 (0)20 7316 9602

or email:  
[steve.hands@incisivemedia.com](mailto:steve.hands@incisivemedia.com)

# Reasons to attend

**Legal Week**  
**Independent**  
**Law Firms**  
**Forum**

- Bespoke conference programme
- Gain best law firm practice management techniques
- Examine the future landscape for Independents

The Legal Week Independent Law Firms Forum agenda has built in an evening networking dinner, allowing you maximum opportunity to network with your peers and forge new alliances.



## Venue

Situated in Holborn, a short walk from the West End, and a spectacular offering of meeting space, The Renaissance Chancery Court Hotel is an ideal location for a one day conference meeting.

## Booking

Places are limited and bookings are taken on a first come first served basis. Bookings can be made by:

**Faxback complete booking form to:**  
+44 (0)20 7504 8355

**Email:** [steve.hands@incisivemedia.com](mailto:steve.hands@incisivemedia.com)

**Call:** +44 (0)20 7316 9602

**Post complete booking form to:**  
Legal Week Events, VNU House, 32-34  
Broadwick Street, London, W1A 2HG, UK

## Terms and conditions

Any cancellation must be received by **28 February, 2008**. The registration fee will be credited minus an administration charge of **£350 + VAT**. After this time the booking may not be cancelled or any fees refunded.

**Legal Week Events** reserve the right to cancel any conference it deems necessary and will in such an event make a full refund of any registration fee.

**Legal Week Events** will not assume any liability for changes to the programme date, content, speakers and venue. Payment is required in advance of the event. **Legal Week Events** reserves the right to refuse admission if payment is not received.

Hosted by

**Legal Week**

**Wednesday 23 April, 2008** The Renaissance Chancery Court Hotel, London

Please complete this form and fax to: **+44 (0)20 7504 8355**

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### Contact details

Name:	Surname:
Position:	
Company:	
Address:	
Email address:	
Telephone number:	
PA/Secretary name and contact:	

### Interactive focus groups

As part of the conference programme, delegates are invited to choose **one** of the following sessions to attend. Places will be allocated on a 'first come, first served' basis, therefore please make a first and second choice to attend, **mark 1 and 2 in box.**

#### 11:30 session

- A: Achieving the best out of your lawyers
- B: Reducing costs/boosting performance
- C: Defining your firm's marketing and branding strategies to achieve greater recognition

#### 15:15 session

- A: Structuring your firm for optimal value whilst efficiently managing growth
- B: Examining the challenges and opportunities of operating in emerging markets
- C: Effective knowledge management and technology

### Payment details (please tick as appropriate)

- Early bird delegate fee (including networking dinner) : £895 + VAT  
Book before 6 March, 2008
- Standard delegate fee (including networking dinner) : £995 + VAT

### Dietary requirements

- Cheque enclosed (made payable to: Global Professional Media Ltd)
- Please invoice

### By signing this you are agreeing to the terms and conditions

Signature	Date
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