

A conference presented by the IBA Law Firm Management Committee, supported by the IBA European Regional Forum



the global voice of the legal profession®

# Building the Law Firm of the Future



Follow us

@IBAEvents

#IBALFM

**17 November 2017, with an evening reception on 16 November  
Mondrian London at Sea Containers, London, England**

This law firm management conference will be an extremely innovative and forward-looking event. Its speakers and panellists will gather to explore the future for law firms, and will provide their thoughts and insights on how law firms will be very different in five or ten years from now. Speakers will include a range of acknowledged experts and law firm leaders and we are arranging for several vendors relevant to the 'law office of the future' to have their products and services actually demonstrated, either directly or through simulations using virtual reality.

Whether you are a law firm partner, business services professional or general counsel, this is a must-attend conference if you want to know all about the future of law firms and the legal world.

**Topics include:**

- Innovation in law firms: what is it, what is and isn't working? What are the newest technologies available to law firms? What can we expect to emerge in the next three-five years?
- Artificial intelligence: what is real and what is not? Will 'robots' eventually take over legal work completely? What do we need to build into our strategic thinking and what can we safely ignore?
- How will we use 'offices' and what is the future for office space design?
- A panel of general counsel concentrating on what innovations they want to see from law firms



REGISTER BEFORE  
**6 OCTOBER 2017**  
TO RECEIVE EARLY  
REGISTRATION  
DISCOUNTS

BOOK NOW AT [WWW.IBANET.ORG/CONFERENCES/CONF816.ASPX](http://WWW.IBANET.ORG/CONFERENCES/CONF816.ASPX)

UP TO 7½ CPD/CLE  
HOURS AVAILABLE\*

## 1530 – 1645 Second breakout sessions: Matrix of the future part two

### Breakout four

#### What is the 'shape' of the law firm of the future?

Given the increasing cost of real estate, how should law firms consider the layout of their offices? Law firms not only need to be cost efficient, with regard to a cost that is often (after salaries) the most significant cost a law firm has to bear, but equally importantly, how does the use of space tie into the way in which a law firm's relationship with its associates is changing through agile working and flexible working – are law firms ready for 'hot desking'? If you are considering a move or a refit of your offices, this session will provide invaluable and practical guidance as to how law firms across the world, large and small, are approaching what the shape of their law firm should be in the future, and in particular, how much real estate is required to provide the right environment for its lawyers at the right price.

#### Keynote speaker

**Steve Martin** *Principal, Gensler, Washington DC*

#### Moderator

**Digby Flower** *Cushman & Wakefield, London*

#### Panellists

**Andrew Darwin** *DLA Piper, London*

**Despina Katsikakis** *Transforming Workplace, London*

**Elmer Veenman** *De Brauw Blackstone Westbroek, Amsterdam*

**Vladislav Zabrodin** *Capital Legal Services International, Moscow*

### Breakout five

#### Are law firms delivering what associates want by way of a career and are associates delivering what law firms need?

The needs of 'millennials' in the workforce are now well understood and within the next few years the first 'Generation Zs' (aka centennials/ post-millennials, born from mid-1990's onwards) will start entering law firms. Thinking is moving from work-life balance, which everybody wants, to the work-life integration that technology offers in ways that were never possible before. This session will explore what the law firms at the cutting edge are doing to deliver the kinds of career that young practicing lawyers demand and to get the best performance from those lawyers.

#### Moderator

**Julia Hayhoe** *Chief Strategy Officer, Baker McKenzie, London*

#### Speakers

**Mariano Batalla** *Batalla, San José; Website and Communications Officer, IBA Law Firm Management Committee*

**Mike Cullen** *Leadership in Professional Services, former Global Managing Partner, EY, London*

**Laura Devine** *Laura Devine Immigration Lawyers, London; Communications Officer, IBA Senior Lawyers' Committee*

**Hayley Irons** *Berwin Leighton Paisner, London*

### Breakout six

#### Marketing and BD in the digital age

Social media and other digital phenomena are radically transforming how lawyers interact with their clients, including in marketing/BD. This panel will explore emerging best practices in blogging, use of LinkedIn, Facebook and Twitter and social media generally to build your firm's brand, enhance client relationships and develop better business. The panel features guest speaker Kevin O'Keefe whose US company hosts over 1,000 lawyer blogs and who is a leading global authority on the use of social media for marketing legal services.

#### Moderator

**Melissa Davis** *MD Communications, London; Chair, Law Firm Management Committee Business Development and Marketing Working Group, IBA Law Firm Management Committee*

#### Speakers

**Holly Gavaghan** *Business Development Director, Keating Chambers, London*

**Kevin O'Keefe** *CEO and Founder, LexBlog, Seattle*

**Gerard McDermott** *QC Outer Temple Chambers, London*

**Mandy Reynolds** *Head of Marketing, Stephens Scown, Exeter*

### 1645 – 1715

#### Final joint session

Bill Gates once said, 'We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten.' Taking that into account, at a stretch, how might the practice of law be different in 2027, to what is the case today? We ask four speakers to give their views and also comment on the day's proceedings.

#### Moderator

**Rolandas Valiunas** *Ellex Valiunas, Vilnius; Senior Vice Chair, IBA Law Firm Management Committee*

#### Speakers

**James Klotz** *Miller Thomson LLP, Toronto; IBA Secretary-General*

**Brian Kuhn** *Global Leader and Co-Creator, IBM Watson Legal, Chicago*

**Robert Millard** *Cambridge Strategy Group, Cambridge; Co-Chair, IBA Law Firm Management Committee*

**Paul Rawlinson** *Baker McKenzie, London*

The IBA, its officers and staff accept no responsibility for any views expressed, presentations or materials produced by delegates or speakers at the Conference.

#### Exhibitors



#### Media supporter



#### Kindly supported by

