



UP TO 10.5
CPD/CLE
HOURS
AVAILABLE*

Law Firms as Businesses: Option or Necessity?

19–21 August 2015

Renaissance Hotel, São Paulo, Brazil

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

Sessions include:

- Coaching and mentoring
- Collaboration and productivity
- Culture and leadership from a business perspective
- Dealing with stressful environments
- Developing talent for business
- Effective governance structures
- Innovation in client relationship
- Managing the firm as a business
- Strategy in a global and regional market

Who should attend?

Managing partners and lawyers in management, strategic advisers on governance and development, private practitioners, heads of public relations, marketing, and administrative departments in law firms.



0830 – 1145 **Registration**

Renaissance Hotel

0900 – 1030

Strategy in a global market: regional and global trends

- Can the Latin American legal market achieve a global take-over?
- Is regionalisation an alternative model to a global market?
- Can local firms remain independent?
- The experience of Central American networks: do they work?
- Brazil: what can be expected in the next decade?

Session Chair

Luis Carlos Rodrigo Prado *Rodrigo Elias & Medrano Abogados, Lima; Compliance & Special Projects Officer, IBA Latin American Regional Forum*

Speakers

Jorge Eduardo Alers *Dentons, Washington, DC*

Martin Carrizosa *Philippi Prietocarrizosa & Uria, Bogota*

Jose Luis Freire *TozziniFreire Advogados, São Paulo*

Manuel Galicia *Galicia Abogados, Mexico City*

Alfredo M O'Farrell *Marval O'Farrell & Mairal, Buenos Aires*

1030 – 1100 **Coffee/tea break**

1100 – 1145

The future of the legal profession: a big four perspective

Speaker

Pedro Melo *CEO, KPMG Brazil, São Paulo*

Member of the Board of Directors of the International Council and the Global Executive Team of KPMG International. Pedro Melo also works as a director of AmCham and the Brazilian Institute of Finance Executives of São Paulo (SP-IBEF).

1145 – 1315

Developing talent for business

- Not only good lawyers, but sound business professionals: the keys to achieve it
- New career alternatives: how to make them effective
- Developing great professionals: ways to institutionalise training, coaching and mentoring
- How to motivate professionals to become more business-oriented

Session Chair

Marcela Hughes

Speakers

Mariano Batalla *Batalla Abogados, San Jose; Website and Newsletter Officer, IBA Law Firm Management Committee*

Paulo Coelho da Rocha *Demarest Advogados, São Paulo*

Glenn Faass *Norton Rose Fulbright, Rio de Janeiro*

Celso de Paula Ferreira da Costa *Machado Meyer Sendacz*

Opice Advogados, São Paulo

Fernando Pelaez-Pier

1315 – 1320 **Closing remarks**

Jaime Fernandez Madero

Continuing Professional Development/Continuing Legal Education

For conference delegates from jurisdictions where CPD/CLE is mandatory, the IBA will provide a Certificate of Attendance for the conference. Subject to CPD/CLE requirements, this can be used by conference delegates to obtain the relevant number of hours' accreditation.

A CPD/CLE Certificate of Attendance is available to conference delegates on request. Please ask at the IBA conference registration desk for information on how to obtain the certificate.

The organisers may at any time, with or without giving notice, in their absolute discretion and without giving any reason, cancel or postpone the conference, change its venue or any of the other published particulars, or withdraw any invitation to attend. In any case, neither the organisers nor any of their officers, employees, agents, members or representatives shall be liable for any loss, liability, damage or expense suffered or incurred by any person, nor will they return any money paid to them in connection with the conference unless they are satisfied not only that the money in question remains under their control but also that the person who paid it has been unfairly prejudiced (as to which, decision shall be in their sole and unfettered discretion and, when announced, final and conclusive).