



Agenda

Closer to clients: how innovation in IT can improve your communication with clients

19 April 2018
Taylor Wessing, London

8.30 – 9.00am

Breakfast and networking

9.00 – 9.05am

Chair's welcome – Richard Brent, editor, Briefing

9.05 – 9.35am

How to align the messages you're sending out with the information clients want to hear

- Why best practice marketing focused around consumer or SME business marketing does not translate into enterprise-level business development
- The implicit and explicit signals your audiences are sending about what they want from your content, and how you can listen and respond to this
- The processes you could put in place to extend the lifespan of your thought leadership content, and how to extract value from it
- How thought leadership lets your audiences self-segment by interest, and what you should do next

Mat Morrison, strategy director, Digital Whiskey

9.35 – 10.15am

Panel – The client's view of the impact of technology and innovation on ways of working and relationships, and expectations of outside counsel

- How technology is changing the way in-house teams work
- Technological innovation in law firms will generate cost and efficiency savings. What impact will this have on, for example, hours billed? What new or different services can law firms provide, and how will these manifest?
- To what extent will innovations impact on relationships between clients and law firms? Will there be a move to collaborate with other business services leaders in firms?

Chair: Mike Beswick, head of clients and new business, Taylor Wessing

Justinian Boghici, head of legal and regulatory, ETFmatic

Natalie Abou-Alwan, managing counsel, structured products, Europe, BP Legal (IST) Global Oil Europe

Martin Potter, group legal counsel, Canary Wharf Group

Rani Wynn, head of legal, Digital UK and Freeview

10.15 – 10.45am

Coffee break

10.45 – 11.15am

Client lifecycle management – Turning information into action at the right time, for the right purpose

- What data provides the right insight at the right stage in a client lifecycle?
- How can marketing and BD teams turn this information into action to maximise new business opportunities and manage risk in existing client relationships?

Guy Phillips, sales director, OnePlace Global

11.15 – 12.00pm

Interactive session – Applying a design thinking approach to better align offerings to client demands

The environment we find ourselves in is competitive. As a client, I struggle to get the most from my law firms. How do we solve this together?

- Creating win-win situations is near impossible – why?
- The cause of why this might be the case, including inherent conflicts, large panels, partnership models and so on
- What might we do to make these win-wins happen?
 - Customer mapping
 - Value-adds to improve your due diligence offering
 - Putting the customer at the centre and aligning them with your vision and objectives
- Key takeaway points

Mo Ajaz, group head of legal operational excellence, National Grid

12.00pm

After-event tea, coffee and chat

This event is supported by:

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