

BRIEFING 5P 2018 AGENDA

08.30 BREAKFAST AND REGISTRATION

09.00 CONFERENCE CHAIR WELCOME

Zelinda Bennett, international marketing director, **DLA Piper**

09.10 HEAR FROM THE EXPERT - IF YOU WANT TO BE LOVED, BE LOVEABLE

How Virgin Money created an award-winning culture based around customer service excellence

Tim Arthur, creative director, **Virgin Money**

09.30 THE PROPOSALS GAME - WORK TOGETHER, WIN TOGETHER

We're bringing back our enormously popular pitch game for Briefing 5P 2018, but reinventing it. In this session, meet your teammates and kick-start the game

Alex Smith, innovation manager, **Reed Smith**

09.55 HEAR FROM THE EXPERT - DIFFERENTIATING YOUR FIRM WHEN PITCHING



- Clients know firms can deliver the work technically and want to know the wider proposition around technology and project management, so how can firms use non-technical legal capability to win work?
- Using data analysis in pitches as a differentiator that demonstrates firms can deliver what clients want, which is transparency and access to better information

Meirion Jones, director, **Client Critical**

10.15 HEAR FROM THE EXPERT - ARE LAWYERS KILLING YOUR CLIENT RELATIONSHIPS?

In the new landscape of changed client expectations, what is the role for the client relationship partner?

Greg Bott, director of **AG Consulting**, **Addleshaw Goddard**

10.45 COFFEE BREAK AND NETWORKING

11.15 DEEP DIVE SESSIONS

CASE STUDY - CREATING A SUSTAINABLE CLIENT-VALUE PROGRAMME

- How Barnes & Thornburg's ValueWorks program has transformed the partner-client interaction process based on predictable results
- Key drivers and managing change
- Understanding the partnership
- Selecting enabling technology – measuring progress and achieving success

Jared Applegate, director of pricing, **Barnes & Thornburg**
Ben Weinberger, lawyer in residence, **Prosperoware**



CASE STUDY - LOOKING BEYOND THE HYPE IN AUTOMATION AND MACHINE LEARNING

- How is AI changing delivery methods and what new roles are emerging that will help maximise the benefits it presents?
- What's the new normal now AI is being widely used and what's on the horizon that will keep your firm at the cutting-edge?
- Leveraging the benefits of AI to win work – how do firms highlight its advantages in pitches and price it accurately?

Karen Jacks, IT director, **Bird & Bird**
Jaeger Glucina, senior legal product expert, **Luminance**



Five minutes to move between sessions

11.50 QUIZ THE CLIENT - YOU ASK THE QUESTIONS

We crowdsource questions for the general counsel panel coming up at 14.00

12.00 FRESH THINKING IN PRICING

Learn from pricing experts outside of the legal sector by hearing best practice, insights, methodologies and thinking from other more mature pricing environments

Adrian Avanzato, head of pricing, **Pinsent Masons**
James Brown, partner, **Simon-Kucher & Partners**
John Burdass, director of commercial pricing, **Experian**
Dinesh Shah, director, **Deloitte**

12.40 THE PROPOSALS GAME – TEAM-DEFINING LEARNING SESSION

Alex Smith, innovation manager, Reed Smith

12.50 LUNCH AND NETWORKING

13.35 GET ON YOUR SOAPBOX

Senior leaders give a five-minute soapbox-style talk on one of the following challenges, followed by a short Q&A

Do law firms fundamentally misunderstand what profitability is?

Stephen Allen, global head of legal services delivery, Hogan Lovells

Do we understand what clients want from legal project management?

Cathy Mattis, head of legal project management, UK/US and EMEA, Herbert Smith Freehills

Are law firms hiring and retaining the right people?

David Aird, IT director and chair of Spectrum, DAC Beachcroft

14.00 QUIZ THE CLIENT – GENERAL COUNSEL PANEL

The reveal – how well do the audience understand what clients want? We get the lowdown on how clients want to be listened to, and how often that really happens, and put our audience-crowdsourced questions to our in-house menagerie

Chair: Claire Offord, director, ClientFace

Panel: Kate Burns, general counsel and company secretary, notonthehighstreet
Henry Firmstone, deputy general counsel, commercial banking, HSBC UK
Elaine Hutton, EU general counsel, Shiseido Group
Steve Roberts, chief counsel, procurement, BT

14.30 THE PROPOSALS GAME – COME TOGETHER



Time for your team to pull your proposal out of the hat, with guidance from our team of expert advisers

Led by: Alex Smith, innovation manager, Reed Smith

Advisers: Includes the GCs listed above

Luan de Burgh, director, de Burgh Training

Cathy Mattis, head of legal project management, UK/US and EMEA, Herbert Smith Freehills

Claire McNamara, director of knowledge management, HFW

Stuart Peggie, international business manager, Eversheds Sutherland

Clare Quinn-Waters, senior client development manager, Baker McKenzie

15.20 THE PROPOSALS GAME – THE PITCH



Present in front of our panel of judges

Kate Burns, general counsel and company secretary, notonthehighstreet

Henry Firmstone, deputy general counsel, commercial banking, HSBC UK

Elaine Hutton, EU general counsel, Shiseido Group

Steve Roberts, chief counsel, procurement, BT

John O'Donoghue, head of pricing and funding - disputes, Herbert Smith Freehills (2016 winner)

Stuart Hopper, head of practice development and knowledge – EMEA, Dentons (2016 winner)

16.00 DRINKS – TO CALM YOUR NERVES WHILE OUR JUDGES MAKE THEIR DECISION

16.15 THE PROPOSALS GAME – JUDGEMENT TIME

16.25 CHAIR'S CLOSING REMARKS

Zelinda Bennett, international marketing director, DLA Piper

16.30 NETWORKING DRINKS