

# BRIEFING 5P 2019 – DAY PLAN

**8.30-9.00** COFFEE, BREAKFAST AND CHATS YELLOW ROOM

**9.00-9.30** START YOUR DAY RIGHT BLUE ROOM

## WHAT WILL YOU BE UP TO AT BRIEFING 5P?

Today you will learn new skills and knowledge, network and build valuable contacts

**Richard Brent, editor-in-chief, Briefing and Clare Quinn-Waters, business development consultant**

## SHAKE UP YOUR WAY OF THINKING

You all know the drill – at Briefing conferences we make you sit with people you don't know and get networking from the outset. To help the process, we've organised an icebreaker where you'll be working as a group with help from the team at **Propero**

**9.30-10.00** THE BIG KAHUNA SESSION – A COLLABORATIVE APPROACH TO DATA BLUE ROOM

Data is the biggest game changer for businesses. It crosses every function and is essential to getting new technology working – and a siloed approach isn't going to cut it. Uncover how companies are developing a collaborative cross-sector approach to understanding requirements and creating data exchange platforms that will drastically improve data quality and outcomes

**Shamus Rae, head of innovation, digital labour and cognitive transformation, KPMG**

**10.00-10.30** COFFEE AND STRUCTURED CHATS YELLOW AND GREEN ROOMS

**BUILD YOUR NETWORK** YELLOW ROOM

Meet peers with the same role-type as you and build a new network by checking other delegates colour-coded badges

**SPEAKER QUESTIONTIME** YELLOW ROOM

Loved the session, but had some questions? Now's your chance – meet Shamus in the Q&A zone and grill him (nicely) over a cup of tea

**10.30-10.50** STOP OPERATING IN THE DARK – THE IMPACT OF PRICING ON PROFITABILITY BLUE ROOM

Pricing and profits are inextricably linked, but what needs to be done to drive improvement? Hear some back-to-basics advice about how to really enable change in your firm

**Brian Dunlop, global director of strategic pricing, White & Case**

**10.50-11.25** GET INTO THE DETAIL – SMALL GROUP MASTERCLASSES BLUE ROOM

**REALITIES OF LEGAL SERVICE DELIVERY (AND THE SIMPLE BENEFITS OF LPM)** RED ROOM

Together we will navigate the differences between traditional approaches to legal work and project management-led delivery, and finally apply the reality filter

**Kevin O'Sullivan, associate director, LPM EMEA and Tom Platt, legal project manager, Baker McKenzie**

**BUSINESS DEVELOPMENT MASTERCLASS** BLUE ROOM

Institutionalise a culture of better client management and business development and understand what the client won't tell you, and how to get to the heart of what makes them choose you

**Stuart Lotherington, senior partner, SBR Consulting**

**11.30-12.15** LIGHTNING ROOMS – 10-MINUTE SPEED LEARNING YELLOW AND GREEN ROOMS

**DATA DEEP DIVES** BLUE ROOM

## 11.30-11.45 – DEEP DIVE ONE

Good data is the foundation of better business choices. From automatically assigning phase/task codes or J-codes, to determining a matter type, Clocktizer's newly launched machine learning engine provides the tailored insights needed. Learn more about the next generation of legal tech, how you can enrich your firm's data, and what you need to do to be prepared for machine learning

**Nicoline Evers, head of operations - international employment group, DLA Piper**

**Pieter van der Hoeven, co-founder and CEO, Clocktizer**

**SOAPBOX CASE STUDIES** YELLOW ROOM

## 11.30-11.45 – CASE STUDY ONE

Uncover the role that innovation and data-driven intelligence and insights can play in building deeper and more meaningful relationships throughout the client journey

**Adam Soames, head of clients and markets and Stephen Allen, global head of legal operations, Hogan Lovells**

## DATA DEEP DIVES CONT.

### 11.45-12.00 – DEEP DIVE TWO

Hear about the latest trends, drivers and upcoming developments in profitability analysis and reporting. Get your firm up to speed in this research-led session that will share intel from a new survey of law firms around the world

**Fraser Mayfield, head of EMEA and Joe Zoghbi, COO, Iridium Technology**

### 12.00-12.15 – DEEP DIVE THREE

Rising industry pressures are forcing law firms to act now and take a long hard look at their commercial approach to business. Learn how you can gain transparency around your firms planning and budgeting of legal matters, and why technology is key to pricing for truly optimised profitability

**Dan Wales, strategic accounts director, BigHand**

**12.15-13.15** LUNCH AND STRUCTURED CHATS YELLOW AND GREEN ROOMS

**BUILD YOUR NETWORK** YELLOW ROOM

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**SPEAKER QUESTIONTIME** YELLOW ROOM

Loved the session, but had some questions? Now's your chance – meet speakers in the Q&A zone and grill them (nicely) over a cup of tea

**13.15-13.40** GROUPTHINK – A LITTLE KNOWN THREAT TO COLLABORATIVE WORK BLUE ROOM

Groupthink is one of the most important biases to understand and address to become more competitive, productive and avoid adverse outcomes. Glean insights from behavioural science on groupthink and start combating this in your firm

**Dr Grace Lordan, associate professor in behavioural science, The London School of Economics**

**13.40-15.10** IT'S YOUR TURN – GET SOLUTION-BUILDING BLUE AND YELLOW ROOMS

### STEP ONE – BUILD YOUR SOLUTION

This isn't a day where you can just sit back and listen, this is a conference focused on practical applications. So, now is the time to apply what you've heard earlier in the day so you leave with tangible benefits. Work through a problem selected by you, the delegate, with your peer group, and build a solution you can take back and apply straight away in your firm

**Led by: Jason Dunning, co-founder and principal consultant, DWF Consulting**

**15.10-15.20** STEP TWO – SHARE YOUR SOLUTION

You've got your idea, but how do you get buy-in from the rest of your organisation or your clients? The branding experts from **Propero** will turn your ideas into reality

**Roseanne Myhill, account manager, Propero**

**15.20-16.00** CLIENT INTERACTION TIME BLUE ROOM

Fear not – this isn't going to be a boring panel session, this is an interactive session where you can really quiz the client on what they do, and don't, want. Our all-star advisers have come up with a shortlist of questions and you, the delegates, will be voting for your favourites earlier in the day, which will then be put to the clients

**Facilitators: Clare Quinn-Waters, business development consultant and Becca Johannson, head of operations, real estate, DLA Piper**

**Rob Booth, general counsel and company secretary, The Crown Estate**

**Joel Cohen, global general counsel, Premier Model Management**

**Howard Trust, group general counsel, Schroders**

**16.00-16.30** END YOUR DAY EVEN BETTER (ie, DRINKS) BLUE AND YELLOW ROOM

Ensure you finish the day right, with a round-up and **NETWORKING DRINKS** – because there's no better way to end the day