



Agenda

Briefing Frontiers – Closer to clients

29 April 2019

Howard Kennedy, London

8.30-9.00

Breakfast and brainstorming

Take part in some group work over breakfast and begin to uncover how client-centric your law firm is. To get the ball rolling talk to someone nearby about an excellent (or not so excellent) client experience you have had recently.

9.00-9.10

Welcome to the day

Daryl Atkinson, business development and marketing director, Howard Kennedy
Richard Brent, editor-in-chief, Briefing

9.10-9.35

Getting back to the stats

What kinds of business do top-tier legal marketing/BD leaders think are biggest competitive threats to their firms? Which technologies will have the biggest impact on their competitiveness? And what's stopping them from maximising their client relationships? Briefing's research will reveal all this and more ...

Rupert Collins-White, Briefing

9.35-10.00

How can new technology strengthen your client relationships?

Get under the skin of the importance of a client-centric approach to the delivery of legal services and hear how asb law have utilised experiences from other industries, buyer insights and technology to build an innovative law firm that is truly designed around the needs of its clients.

Andrew Clinton, managing partner, asb law
Tony Cox, chief sales officer, Peppermint Technology

10.00-10.45

Interactive Q&A – How can you utilise new technology to get closer to clients?

- How drastically is technology altering the way in-house teams work and what roles are required in the function?
- Can technology enable a closer relationship between law firm and client?
- Are law firms approaching the purchase and implementation of new technology with the client sufficiently in mind, or should they be looking a co-creation more?

Led by: **Clare Quinn-Waters**, associate director of business development, Proskauer Rose
Marc Anderson, senior legal counsel, Royal London Group
Tom Hambrett, general counsel, Revolut
Lucy Powell, general counsel, Opus Talent Solutions

10.45-11.15

Coffee and brainstorming

Keep chatting about your excellent (or rubbish) experiences – with a coffee and some biscuits, of course.

11.15-12.15

The client-centric tech workshop

How many people are really using the client relationship management tools in your firm? Or are you stuck in a world of zero uptake and zero data? In this session we'll use the 'six thinking hats' method to drive your conversations on what the barriers are and uncover an engagement programme or change initiative to get your firm using its client-facing tech.

Led by the teams from Peppermint Technology and Briefing

12.15

Close of event, coffee and chat