

## MBD Leaders 2025

Thursday 6 November – Wallacespace Spitalfields  
15 – 25 Artillery Lane, London, E1 7HA

*Draft day shape, subject to change*

09:15 – 09:45	<b>BREAKFAST AND NETWORKING</b> Grab a coffee and connect with your peers!
09:45 – 09:55	<b>WELCOME</b> <i>Richard Brent, head of content, Briefing</i>
09:55 – 10:25	<b>KEYNOTE: Navigating uncertainty</b> Geopolitical changes have always shaped demand for legal services, but with current levels of uncertainty at almost unprecedented levels, it's vital for law firms to understand the impact of the current landscape on everything from profitability and growth to client needs, risk management, cross-border work and talent strategy. Our expert speaker will assess the key areas and issues for UK and international firms, and the economic impact.
10:25 – 11:10	<b>CLIENT INSIGHT: Adapting to changing client expectations</b> The client experience is increasingly a critical differentiator and driver of profitability for law firms. But what do client businesses really want and need from their legal advisers? And how well are law firms aligning with client expectations? Our panel of in-house lawyers will lift the lid on the client perspective and experience. <i>Dan Kayne, founder and CEO, O Shaped</i>
11:10 – 11:15	<b>5 min buffer to move to roundtable location</b>
11:15 – 12:00	<b>ROUNDTABLE DISCUSSIONS:</b> Pick a topic and discuss and share solutions with your peers. <ul style="list-style-type: none"> <li>• Driving adoption of genAI tools for MBD teams – and getting the most bang for your buck</li> <li>• GenAI: practical applications for BD teams. From RFPs and bids to thought leadership, legal guides, blogs and more, how is your team using genAI?</li> <li>• Aligning your firm's genAI use with client understanding and expectations</li> <li>• From SEO to GEO: adapting digital marketing and client engagement strategies to optimise for AI-driven search visibility</li> <li>• Curiosity, conversations and connections: helping fee-earners to get comfortable with listening to clients and asking questions</li> <li>• Bid and pitching process, approaches and tools – how to stand out from the crowd?</li> </ul>
12:00 – 12:15	<b>NETWORKING COFFEE BREAK</b>

12:15 – 12:40	<b>ROUNDTABLE QUICKFIRE FEEDBACK</b> Hear the highlights from the roundtable discussions you weren't part of. <i>This is a timed exercise, keep it concise and succinct!</i>
12:40 – 1:30	<b>NETWORKING LUNCH BREAK</b> Keep the conversation going over a buffet lunch
1:30 – 2:05	<b>LIGHTNING TALKS: Attitudes to BD, and practical approaches to overcome barriers</b> Three quickfire, time-limited presentations on different approaches to overcome fee-earners' barriers to engaging with business development. We'll kick off this session with the findings of internal research around attitudes to BD within one Briefing firm. <ul style="list-style-type: none"> <li>• Strategies to drive behaviour change</li> <li>• Culture shift: building a one-firm growth mentality</li> <li>• Practical ways to empower lawyers</li> </ul>
2:05 – 2.10	<b>5 mins buffer to move to stream session</b>
2:10 – 2:55	<b>THE ART OF BRAND BUILDING</b> Brand building is a tricky art in the legal sector, and law firms face specific challenges based on their size and the territories they serve. Pick one of the topics below that fits your firm's challenge: <ol style="list-style-type: none"> <li>1. Standing out from the crowd in a commoditised market</li> <li>2. One firm, one brand: how to deliver consistent marketing across territories and locations</li> </ol>
2:55 – 3:15	<b>COFFEE BREAK</b> Discuss the day so far with your peers over a coffee.
3:15 – 4:00	<b>MBD LEADERS PANEL: Leadership in an time of rapid change</b> <ul style="list-style-type: none"> <li>• How to build a top performing marketing and BD team: tech, team structure, skill sets, managing multi-generational approaches and attracting the talent you need</li> <li>• Getting law firm leadership to prioritise business development among fee-earners</li> <li>• Managing the competing priorities of multiple sectors and service lines</li> <li>• Institutionalising the client relationship to foster continuity</li> </ul>
3.40 - 4.10	<b>CLOSING KEYNOTE: to be announced</b>
4:10 – 4:20	<b>CLOSING AND THANKS</b> <i>Richard Brent, head of content, Briefing</i>
4:20	<b>DRINKS RECEPTION</b> <i>Join the Briefing team and chat to your peers over a drink!</i>