



Briefing Marketing and BD Leaders 2025

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

Platinum partner



Event partners



Draft day shape, subject to change

09:00 – 09:30	BREAKFAST AND NETWORKING Grab a coffee and connect with your peers!
09:30 – 09:40	WELCOME <i>Richard Brent, head of content, Briefing</i> <i>Co-chair: Amelia Stirling, chief markets officer, Burges Salmon</i>
09:40 – 10:10	KEYNOTE: Navigating risk The continued long-term geo-political turbulence makes it more important than ever for law firms to take a proactive approach to risk if they are to grow and meet their targets. Marketing and BD teams must understand the impact of global risk on their clients, and strategically innovate and invest to address risk, and capitalise on opportunities. Communication is key, both internally with client-facing fee-earners, and in external marketing. Our expert speaker – lead author of a key global annual risk report – will assess the risk landscape, and what practical steps professional service firms can take. <i>Alisa Voznaya, partner, head of risk transformation, BDO UK</i>
10:10 – 10:55	CLIENT INSIGHT: Adapting to changing client expectations 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? This session will dig into brand new research from O shaped on client perceptions of how law firms are marketing to them. <i>Dan Kayne, founder and CEO, O Shaped</i>
10:55 – 11:15	COFFEE BREAK - Grab a coffee and head to your roundtable session – don't be late!
11:15 – 12:00	ROUNDTABLE DISCUSSIONS: Pick a topic and discuss and share solutions with your peers. • Driving adoption of genAI tools for MBD teams – and getting the most bang for your buck • GenAI: practical applications for BD teams. From RFPs and bids to thought leadership, legal guides, blogs and more, how is your team using genAI? • Aligning your firm's genAI use with client understanding and expectations • From SEO to GEO: adapting digital marketing and client engagement strategies to optimise for AI-driven search visibility • Curiosity, conversations and connections: helping fee-earners to get comfortable with listening to clients and asking questions • Bid and pitching process, approaches and tools – how to stand out from the crowd?



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12:00 – 12:05	Head back to plenary for the quickfire feedback session
12:05 – 12:30	ROUNDTABLE QUICKFIRE FEEDBACK Hear the highlights from the roundtable discussions you weren't part of. <i>This is a timed exercise, keep it concise and succinct!</i>
12:30 – 1:30	NETWORKING LUNCH BREAK Keep the conversation going over a buffet lunch
1.30 – 2:05	THE ART OF BRAND BUILDING 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 two topics below that fits your firm's challenge: 1. Standing out from the crowd in a commoditised market <i>Ian Stephens, founder and CEO, Principia Consulting</i> 2. One firm, one brand: how to deliver consistent marketing across territories and locations <i>Rebecca Price, strategy partner, Frank Bright & Abel</i>
2:05 – 2:10	Reset plenary room
2:10 – 2:55	TALKING POINT: Attitudes to BD, and practical approaches to overcome barriers Getting fee-earners to embrace BD and marketing activities is a perennial thorn in the side for MBD teams. This practical session will look at some of the reasons underpinning the lack of engagement drawing on internal research from one Briefing firm, and consider strategies to drive behaviour change, and how firms can build an 'activator' culture among lawyers. <i>Matt Skipper, head of business development, Mills & Reeve</i> <i>Kirsty O'Keefe, business development manager, Mills & Reeve</i> <i>Jon Brewer, senior PS DealCloud growth director, Intapp</i>
2:55 - 3:15	COFFEE BREAK Discuss the day so far with your peers over a coffee.
3:15 – 4:00	MBD LEADERS PANEL: Leadership in a time of rapid change • Brand: the vital weapon in the battle for top talent, high-value clients, and competitive advantage • How to build a top performing marketing and BD team: tech, team structure, skill sets, talent and managing multi-generational approaches • Getting law firm leadership to prioritise business development among fee-earners • Managing the competing priorities of multiple sectors and service lines • Institutionalising the client relationship to foster continuity <i>Charlotte Green, head of clients and markets, Gowling WLG</i> <i>Katie Cramond-Hill, director of business development international, McDermott Will & Schulte</i> <i>Rebecca Wright, director, global head of client & market development global financial markets, Clifford Chance</i> <i>Tina Gandesha, director of business development, marketing and communications, Baker McKenzie</i>



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4:00 – 4:30	CLOSING KEYNOTE: Cracking the Lawyer Mindset - Psychology, Neuroscience and BD Success Lawyers are trained to be sceptical, risk-averse, and relentlessly detail-oriented—traits that make them brilliant legal professionals but can create friction when it comes to business development. So how do BD teams bridge that gap? Chartered psychologist Dr Amanda Potter will unpack what psychology and neuroscience reveal about the lawyer mindset. Expect practical insights into how lawyers’ brains are wired, the differing multi-generational mindset, why traditional BD approaches often fall flat, and strategies to create an environment for success. <i>Dr Amanda Potter, chartered psychologist, host of The Chief Psychology Podcast, CEO , BeTalent by Zircon</i>
4:30 – 4:35	CLOSING AND THANKS <i>Richard Brent, head of content, Briefing</i> <i>Co-chair: Amelia Stirling, chief markets officer, Burges Salmon</i>
4:35	DRINKS RECEPTION <i>Join the Briefing team and chat to your peers over a drink!</i>