

Law and Technology Forum

Re-thinking legal services in a competitive marketplace

20-21 March 2012
The Law Society, London

CPD: up to 12 hours



The Law Society

cloud

e-law

client care

cloud

e-law

innovation

innovation

online legal services

legal solutions

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cpd
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Early bird
rates before
20 February
2012!

Some people say the legal market is undergoing a revolution. Others insist it's an evolution. But no one can deny that the legal profession faces challenges on a number of fronts.

The provision of legal services is changing rapidly, and technology is a driving force for many of the changes. Yes, it opens the door to more competition and increases the expectations of clients, but it can also help lawyers to work faster and more efficiently, find better solutions to legal problems, and engage with current and prospective clients.

Some are waiting to see what will happen. Others have already embraced the challenges and are adapting to change. Still more are completely re-imagining what a law firm should be. Do you know how you will deal with this brave new world?

This law and technology forum explores the future of online legal services in the age of recession, deregulation and globalization. It looks at the technologies and business models that will give the competitive edge to the solicitor of tomorrow and asks whether online legal services can lead to a renaissance of the high street. It also looks at potential difficulties which cannot be ignored: what does the future hold in terms of access to justice for the digitally excluded if more services move online? What is the place of traditional professional ethics and face-to-face service in an age of robotic data processing and commoditised digital law products? Can a profession trained in industrial age law respond to the challenges of information age law?

Why attend?

- Hear from early adopters, legal entrepreneurs and digitally savvy lawyers, sharing their experiences and vision
- Learn first hand about new models of delivering legal services
- Find out who you will be competing with and how to thrive in the new environment
- Look into practical ways to use technology more effectively to enhance your practice
- Debate how the 'second-oldest profession' can be brought into the digital age

Who should attend?

Everyone involved in the practice of law, business of law or the provision of legal services, including:

- partners
- practice owners and managers
- legal services managers
- sole practitioners
- in-house lawyers
- legal solutions providers
- analysts and consultants
- legal entrepreneurs
- CEOs and managing directors
- legal journalists and bloggers

You can choose to attend only one day, or benefit from the full two days, offering 12 CPD hours.

Places are limited. Register now - find out how at the back of the brochure

Exhibition and sponsorship opportunities are available. Please contact David McKeever on 020 7316 5598 or david.mckeeper@lawsociety.org.uk



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Day 1: Tuesday, 20 March 2012

- 08.40 - 09.20 Registration and refreshments in exhibition
- 09.20 - 09.30 Chairman's welcome - Nick Fluck, *deputy vice president, The Law Society*
- 09.30 - 11.00 **Re-defining the legal profession for the digital age**
- What life will look like for lawyers in five years time
 - A new breed of lawyers: emerging legal careers
 - The law practice of the future: legal profession vs. legal business
- Chair: Nick Fluck, *deputy vice president, The Law Society*
Speakers: David Allen Green, *of counsel and head of media, Preiskel & Co*
John Flood, *professor of law and sociology, University of Westminster*
Suzanne Dibble, *consultant with Virtual Law*
- 11.00 - 11.30 Refreshments and networking in exhibition
- 11.30 - 13.00 **Key legal and commercial issues for procuring the Cloud**
- Service level agreements (SLAs)
 - Data protection and data security
 - Intellectual property issues
 - Loss of control
 - Liability for service failure
 - Liability to cloud providers
- Chair: Nick Fluck, *deputy vice president, The Law Society*
Speakers: Dr. Sam De Silva, *partner - head of IT & outsourcing, Manches LLP*
Luis Campbell, *solicitor & senior compliance manager, KPMG*
Robert Madelin, *Director General, Directorate General for the Information Society, European Commission*
- 13.00 - 14.00 Lunch and networking in exhibition
- 14.00 - 15.00 **What clients want: transforming the delivery of legal services**
- Maximising client satisfaction in a competitive marketplace
 - It's "Co-op law": bridging the gap between solicitors and customers
 - Online legal services and client relationships
 - Developing customer-centric strategies
- Speakers: Joe Simpson, *CEO, strategic client relationships, Irwin Mitchell*
Eddie Ryan, *managing director, Co-operative Legal Services*
Tim Bratton, *general counsel, Financial Times*
Grainne Brankin, *international legal director, CBS Outdoor International*
- 15.00 - 16.00 **Bridging the digital divide: digital exclusion and the online legal marketplace**
- Digital exclusion and access to justice
 - Meeting the legal needs of digitally excluded groups
 - Technology set-ups for particular types of legal advice and transaction
- Chair: Lucy Scott-Moncrieff, *vice president, The Law Society*
Speakers: Elisabeth Davies, *chair, Legal Services Consumer Panel*
Saimina Virmani, *founder, Joseph Frasier Solicitors*
- 16.00 - 16.30 Refreshments and networking in exhibition
- 16.30 - 17.30 **Panel discussion: Impact of new technology on professional rules and ethics**
- What are the ethical and regulatory implications of web-based professional services?
 - What will this mean for the traditional relationship between solicitor and client?
 - Is it an acceptable solution to limit the remit of the service supplied electronically?
- Chair: Lucy Scott-Moncrieff, *vice president, The Law Society*
Panellists: Michael Garson, *chair of the Regulatory Affairs Board, Council Member of Rules and Ethics Committee, The Law Society*
Suzanne Dibble, *consultant with Virtual Law*
Simon Stell, *managing partner, Last Cawthra Feather (TBC)*
- 17.30 - 17.40 Closing remarks - Lucy Scott-Moncrieff, *vice president, The Law Society*
- 17.40 - 19.00 Networking reception in exhibition



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Day 2: Wednesday, 21 March 2012

08.40 - 09.20	Registration and refreshments in exhibition
09.20 - 09.30	Chairman's welcome
09.30 - 11.00	<p>Case Studies: innovative models of delivering legal services</p> <p>This session will focus on the experiences of businesses that have taken advantage of technology to develop alternative methods of delivering legal services. Panellists will talk about their approach, the challenges they faced and assess/identify future trends in this market.</p> <p>Speakers: Chas Rampenthal, <i>general counsel and VP of product development, LegalZoom</i> Charley Moore, <i>founder and chairman, Rocket Lawyer</i> Eyal Iffergan, <i>CIO, Clearspire</i> Karl Chapman, <i>CEO, LawVest</i> Ajaz Ahmed, <i>founder, LEGAL365</i></p>
11.00 - 11.20	Refreshments and networking in exhibition
11.20 - 12.30	<p>Upwardly mobile: shifting to smarter working</p> <p>Connected 24/7: deciding on which mobile devices and technologies will suit you Consumerisation of technology: what it means for your legal practice? Overview of the latest web and mobile applications for lawyers</p> <p>Speakers: David Laud, <i>CEO, Samuel Phillips</i> Jon Bloor, <i>head of business law, Lees Solicitors</i> Steve Kuncewicz, <i>intellectual property and media lawyer, Gateley LLP</i></p>
12.30 - 13.30	Lunch and networking in exhibition
13.30 - 15.00	<p>Getting the most from the cyberspace</p> <p>Maximising client satisfaction in a competitive marketplace</p> <ul style="list-style-type: none"> • Utilising social networks for communicating and engaging with clients • Managing online presence • Developing an internet strategy for the law firm • Marketing legal services in the digital economy <p>Speakers: Melanie Hatton, <i>general counsel, Latitude</i> Mike Semple Piggot, <i>editor of Insite Law Magazine and the author of the popular Charon QC blog</i> Chris Sherliker, <i>partner, Silverman Sherliker</i> Jonathan Silverman, <i>partner, Silverman Sherliker</i></p>
15.00 - 15.15	Refreshments and networking in exhibition
15.15 - 16.15	<p>Uncharted waters of e-lawyering: practising on the cloud</p> <ul style="list-style-type: none"> • A law firm's experience of moving to the cloud • Practising as a virtual lawyer • Choosing and vetting cloud computing providers: due diligence checklist • Driving down the costs and increasing productivity <p>Chair: Jeff Wright, <i>partner, facilities & IT director, Morgan Cole</i> Speakers: Brian Inkster, <i>founder and solicitor, Inksters Solicitors</i> Jonathan Lea, <i>corporate and commercial solicitor, Crawford Solicitors</i> Mark O'Connor, <i>partner, IP and technology group, DLA Piper UK</i></p>
16.15 - 17.00	<p>Panel discussion: making the right decision on which technologies to adopt</p> <ul style="list-style-type: none"> • What are the likely technology developments that will have an impact on the legal profession in the next five years? • How can you decide on what legal technology to invest in? • How can you keep up? <p>Panellists: Jeff Wright, <i>partner, facilities & IT director, Morgan Cole</i> Mark O'Connor, <i>partner, IP and technology group, DLA Piper UK</i> Mike Rebeiro, <i>head of technology, Norton Rose (TBC)</i></p>
17.00 - 17.45	<p>Hosted tables on legal technology solutions</p> <p>Four simultaneous round tables will provide an opportunity for in-depth advice and interactive discussions on the latest legal technologies crucial in the current competitive marketplace. Each table will be hosted by an expert, who will give an overview of the technology/applications, facilitate discussion, and answer questions in an informal setting. Everyone can join the conversation either seated or standing. Throughout a session, delegates can move freely between the tables to participate in a discussion of interest. Drinks will be served throughout the session.</p> <p>Table 1 - Document management innovation Table 2 - Improving non-legal client service with technology: extranet innovation, e-discovery, online billing functions Table 3 - Virtual law practice technology Table 4 - Cloud-based practice management (LPM) systems</p>
17.45 - 18.00	Closing remarks
18.00 - 19.00	Networking reception in exhibition



Law and Technology Forum Speakers

David Allen Green, of counsel and head of media, Preiskel & Co

David is a well-known lawyer and writer on commercial, media, and technology law, and he advises on both contentious and non-contentious matters. He was recently selected by *The Lawyer* as one of the Hot 100 lawyers of 2011. David's media law practice includes defamation, copyright, confidentiality and privacy, pre-publication risk management, and other forms of content liability.

Ajaz Ahmed, founder, LEGAL365

Ajaz is best known for being the founder of Freeserve, UK's largest Internet service provider, now known as Orange broadband. He came up with the idea when he bought a computer and nobody in the store could tell him how to get into the internet. Freeserve was eventually sold for £1.6bn to France Telecom. His latest venture is Legal365.com; he also sits on the advisory board at the University of Huddersfield Business School and regional development agency Yorkshire Forward.

Grainne Brankin, international legal director, CBS Outdoor International

Grainne has been international legal director at CBS Outdoor since May 2011. As well as sitting on and advising the International Executive Committee she coordinates legal strategy and teams for the international business and liaises with CBS Corp legal department in New York. Prior to joining CBS, Grainne was at Yahoo!. She qualified at Clifford Chance and worked at Bird & Bird. She has undertaken a broad range of corporate and commercial work within the media, advertising and technology industries.

Elisabeth Davies, chair, Legal Services Consumer Panel

Elisabeth is director of Partner Relations at Age UK, where she works closely with over 160 local Age UKs across England. Her career includes a series of senior roles in the health arena including at the National Patient Safety Agency, the UK Breast Cancer Coalition, the Patients Association, and the World Cancer Research Fund.

Suzanne Dibble, consultant with Virtual Law

Suzanne is a pioneer in legal services, championing flexible working using a virtual model and constantly innovating in client services. She is one of the most influential lawyers in the UK on twitter and uses it to keep highly engaged with her rapidly growing client base. Suzanne was awarded Highly Commended in the Solicitor of the Year category at the Law Society Awards 2011 for her remarkable success in building her practice to 100+ clients within less than 2 years of working part time.

John Flood, professor of law and sociology, University of Westminster

John studied law and sociology in both the UK and the USA and teaches in both countries. He has held a number of research positions and visiting professorships in Europe and the USA. He is one of the founders of the Centre for Legal Profession and Legal Services Studies. He is a member of the Research Strategy Group of the Legal Services Board.

Michael Garson, chair of the Regulatory Affairs Board, The Law Society

Michael has long experience in property work of all types, including as an estate agent, financial adviser and home inspector. His practice includes property litigation, probate and regulatory advice. Michael is a council member of the Law Society, current chair of the Regulatory Affairs Board and sits on a number of other boards and committees including the Rules and Ethics Committee.

Melanie Hatton, general counsel, Latitude

Melanie successfully established the first in-house legal function for Latitude, carried the role of company secretary for over two years and established and led the company's business support team comprising the legal, HR, training and development, and office services functions. She is a Legal Week Tech Savvy Lawyer, and a Times Law Top 10 Legal Tweeter.

Eyal Iffergan, CIO, Clearspire

Eyal is responsible for overseeing legal management systems for Clearspire, an entirely new model for the practice of law. He has over 15 years of experience consulting to the legal and intellectual property business communities and establishing himself as a leading expert in operational, process, organisation and technology management issues.

Brian Inkster, founder and solicitor, Inksters Solicitors

Brian is the founder of Inksters. He was named Solicitor of the Year at the Law Awards of Scotland in 2006. Brian has an active interest in technology, social media and Web 2.0 in relation to running a law firm. He blogs on the past, present and future practice of law at *The Time Blawg*. Inksters was the first law firm in Scotland to join Twitter.



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Law and Technology Forum Speakers

David Laud, CEO, Samuel Phillips

David has worked within the professional service sector for 16 years. The firm is now well placed to pursue its strategic goals and has recently developed a number of innovative service enhancements such as: a free iPhone app for businesses in the UK; a dedicated online employment service for startups and small businesses; and Look North Legal, a joint venture providing comprehensive legal coverage across the north. He is a chartered marketer and fellow of the Chartered Institute of Marketing.

Jonathan Lea, corporate and commercial solicitor, Crawford Solicitors

Jonathan specialises in the representation of digital entrepreneurs and their backers. He trained with Clyde & Co before being employed by other City and regional firms, and now works on a contract and freelance basis.

Charley Moore, founder and chairman, Rocket Lawyer

Charley's experience as a lawyer working with consumer services, start-ups, and small law firms taught him that something was missing - a simple, easy to use platform where legal documents could be created and shared by everyone. That's why he started RocketLawyer.com.

Chas Rampenthal, general counsel and vice president of product development, LegalZoom

Chas brings experience in general corporate, partnership, venture capital and securities law to the LegalZoom Team. Before joining LegalZoom, he was a founding partner of Belanger and Rampenthal LLC and was an associate at Testa, Hurwitz & Thibault, LLP of Boston, Massachusetts and the Los Angeles office of Thelen Reid & Priest LLP. Prior to that, Chas gained significant leadership and management experience as an officer and aviator in the United States Navy.

Mike Semple Piggot, editor of Insite Law Magazine and the author of the Charon QC blog

Mike has been an academic lawyer for thirty years. Founder of BPP Law School in the early 1990s, he is now a freelance consultant and commentator. He awarded himself the title QC when the Lord Chancellor suspended the award for real lawyers. Mike is passionate about blogging and is the author of a popular CharonQC blog.

Joe Simpson, CEO, Strategic Client Relationships, Irwin Mitchell

Joe was recognised as one of the leaders in his field after being named in the 'Hot 100' lawyers for 2011 by The Lawyer, and praised for his work in developing "pioneering legal products". These products include a 24/7 Legal Advice Helpline, and Law Support, which

enables companies to provide legal advice either as an employee benefit or as extension of the services it provides to customers. He has a particular interest in the changing legal services marketplace.

Chris Sherliker, partner, Silverman Sherliker

Chris has particular expertise in the fields of company and commercial law. He gained an Open Scholarship to read Law at Cambridge University, from which he graduated with Honours in 1977. After qualifying as a solicitor, he worked in Brussels with the Directorate-General IV of the European Commission, specialising in legal aspects of joint ventures.

Jonathan Silverman, partner, Silverman Sherliker

In addition to practising law, Jonathan has held a number of non-executive directorships in both the service and software industries. He set up the practice in 1981 and within 18 months, the firm handled a public offering. He has been an adviser to the London Enterprise Agency and Hoxton Bibliotech, which assists start-up businesses in the technology sector. He is actively involved in developing Fidelis, an association of independent law firms worldwide.

Lucy Scott-Moncrieff, vice president, The Law Society

Lucy is a mental health and human rights lawyer, and managing partner of Scott-Moncrieff Associates LLP, a virtual law firm which operates online and acts for legally-aided and privately paying clients. Lucy was elected to the Law Society Council in the summer of 2002, and also sits on the Society's Regulatory Affairs Board, Access to Justice, and Education and Training Committees.

Saimina Virmani, founder, Joseph Frasier Solicitors

Saimina is the founding member of Joseph Frasier Solicitors, the only firm in the UK which offers complete legal services to the deaf and hard of hearing. Her consistent success has made her indispensable to injured claimants nationwide. Saimina was shortlisted for The Association of Women Solicitors Best Female Solicitor in Small Practice Award 2009.

Jeff Wright, partner, facilities & IT director, Morgan Cole

Jeff is responsible for IT services, e-business and knowledge management at Morgan Cole. He has led the development of a multimedia e-learning product aimed at improving managers' HR skills called @once. Jeff and the I&T group are engaged in similar projects that assist in differentiating Morgan Cole by combining the firm's legal expertise and use of technology to deliver legal services in an innovative way.

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Booking Form

20 - 21 March 2012

Please note: bookings for this event cannot be taken over the telephone. Your booking is not guaranteed until we have received payment. If we do not receive your payment within 10 days of your online booking, your place will be released without notice.

To book and pay

By post

To register and pay for this event complete the form in CAPITAL LETTERS and return with a cheque payable to **The Law Society**, 113 Chancery Lane, London WC2A 1PL or DX 56 London/Chancery Lane. If you have any queries, please call us on 020 7316 5700 or email events@lawsociety.org.uk.

Online

To register for this event online, please go to www.lawsociety.org.uk/events/lawandtechnology and click on the 'register now' tab. We recommend you pay online by credit / debit card to guarantee your place at this event immediately. If you choose to pay by cheque, please send payment, with your booking details attached, within 10 days of making the booking.

Title: _____ First name: _____ Surname: _____

Position: _____ Organisation: _____

Address: _____

Postcode: _____ Telephone: _____ Fax: _____

DX: _____ Email: _____

Which day(s) will you be attending Both days Day one Tuesday 20 March Day two Wednesday 21 March

Joining instructions will be sent two weeks before the event.

Registration fee	Early booking before 20 February		Registration fee after 20 February	
	One day	Two days	One day	Two days
Non-practising certificate holders	£395 (+VAT=£474)	£775 (+VAT=£930)	£445 (+VAT=£534)	£825 (+VAT=£990)
Practising certificate holders	£295 (+VAT=£354)	£575 (+VAT=£690)	£345 (+VAT=£414)	£625 (+VAT=£750)
Members of the Law Management Section	£250 (+VAT=£300)	£450 (+VAT=£540)	£300 (+VAT=£360)	£500 (+VAT=£600)
Practising certificate holders working for NFP*	£195 (+VAT=£234)	£375 (+VAT=£450)	£245 (+VAT=£294)	£425 (+VAT=£510)
Law Society members wishing to join the Law Management Section and receive the discounted member rate**	£440 (+VAT=£528)	£640 (+VAT=£768)	£490 (+VAT=£588)	£690 (+VAT=£828)

Total payment £ I wish to join Law Management Section

* Not-for-profits, local government, government, and charities

**This rate includes membership of the Law Management Section until 31 December 2012 (Join now to receive 2 months membership free of charge)

Please tick this box if you do not wish your details to be included on the delegate list.

Access, dietary or other requirements

Please advise if you have any additional requirements: _____

Upcoming events

- Strategic career mapping for partners
- Sports law 2012
- Legal aid conference: the future of legal aid
- Data protection conference

For more information please visit www.lawsociety.org.uk/events

Also available

You may also be interested in the following publications

- Lexcel information management toolkit
- Email - law, practice and compliance
- Outsourcing - law and practice

For more information please visit www.lawsociety.org.uk/bookshop

Terms and Conditions

1. Event documentation will be distributed on the day.
2. The Law Society reserves the right to amend or cancel this event. Should the event be cancelled, a full refund of the registration fee will be made. The Law Society can accept no further liability if the event is cancelled, including no liability for any expenses incurred as a result of cancellation.
3. If you have any special dietary requirements, you must give us written notice at least 10 working days before the event and supplement may be payable.
4. Full payment is required unless you give written notice of cancellation at least 28 working days before the event, in which case you will be refunded the registration fee less an administration charge of 20%.
5. No refunds will be given for cancellations that occur within 10 working days of the event date.
6. You may substitute a colleague without charge, provided you confirm their full name in writing before the day of the event.
7. The delegate and the firm / organisation are jointly and severally liable for payment of the fees due.
8. The Law Society can accept no liability for any loss suffered by any person acting or refraining from action as a result of the material delivered during or in connection with the event.
9. Acceptance by the Law Society of your booking will give rise to a legally binding contract between us on these terms and conditions.

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