

mp managing partner presents the 13th annual

KM LEGAL 2012

Two-day conference • 15-16 May 2012
America Square Conference Centre, London

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Client-focused knowledge management – delivering competitive advantage

Equip yourself with the latest developments and initiatives in KM:

- » How to become an integral part of your firm's strategic agenda by developing the influence of knowledge management
- » Hear about one firm's novel initiative to align KM with the firm's strategic goals – that delivered some unexpected results!
- » What clients really want from a law firm – your chance to quiz a panel of clients
- » An expert panel discussion on fee earner engagement – how to break down the key cultural challenges and ensure you gain buy-in
- » Stay ahead of the game with the latest technology trends and tools to give your firm a competitive edge
- » Benefit from shared experience and discussion during KM guru David Gurteen's Knowledge Café



[KM Legal 2011] was the first conference I have ever been to that did not have a duff session! I do think the character of this conference – with people's commitment to deliver relevant, honest, insightful, and useful presentations, etc. makes it stand out.

KM Head, Magic Circle Firm



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WHY THIS EVENT?

With market conditions still challenging, clients and management alike are demanding greater **cost efficiencies** and **added-value services**. Many firms pride themselves on these services and see them as **key differentiators**, with the potential to make or break tenders and pitches. This raises the question, is this environment driving innovation throughout your knowledge management (KM) function?

Last year's event really inspired you to **deepen relationships**, both **with your firm management functions**, as legal knowledge management moves more and more into aligning itself with the firm's strategic agenda; and **with your clients** through opening up communication lines directly with them to find out how best to **meet their expectations**. We also recognise the value that this event offers you as a member of the legal KM community, with the opportunity to **network, share ideas** and really **connect** with each other. Brand new for this year, David Gurteen's Knowledge Café offers a perfect opportunity to discover what others are thinking and share your own thoughts, inspirations and challenges.

Don't miss:

- » How **White & Case**, in the US and UK, have learned from the manufacturing industry and revolutionised their knowledge management process through matter lifecycle management
- » **Duncan Ogilvy of Mills & Reeve** looks back over 25 years in law firm KM and offers his thoughts on what he'd do differently if he were to start again from the beginning!
- » Back by popular demand, **Mark Gould of Addleshaw Goddard** shares his 'from theory to implementation' experience in restructuring the firm's knowledge function
- » An external perspective on developing a KM strategy from the **European Bank for Reconstruction and Development**
- » **Charles Christian**, expert technologist, explores how consumerisation is driving technology trends and what knowledge management mega trends are coming your way
- » Legal KM newcomer **Lorna Ferguson of Bird & Bird** shares her experience gained from KPMG and why we should start thinking more strategically

Plus many more innovative case studies and expert opinions to optimise your KM Legal experience and help you to deliver best practice within your KM programme.

We understand your quest for knowledge and this conference offers an **opportunity to engage, discuss** and to **benefit from the wealth of experience** shared by our expert speakers.

Register today to arm yourself with the tools and know how you need to build and deliver the solutions that are right for your firm.

What did our delegates take away from KM Legal 2011?

Lots and lots and lots of good ideas... a thought provoking and invigorating 2 days. I'm looking forward to next year's event already. Thank you.

I've got some great ideas and inspiration how to move on with our intranet solution and our enterprise search.

As always, incredibly impressed by the generosity of both speakers and delegates in sharing what they are doing – both successes and failures.

Who should attend?

This conference is designed for those who are working with the strategic importance of knowledge and information as competitive advantage in a law firm, and those who are looking to learn more about how knowledge management can drive law firm business. In the past, attendees have included:

- » Directors/Heads of Knowledge Management
- » KM Partners
- » Professional Support Lawyers (PSLs)
- » Managing Partners
- » IT Directors
- » HR and Learning Directors
- » Librarians
- » Business Development Managers
- » Information professionals

Media partners

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Quote from the chair

I always look forward to KM Legal. Over the years, it has developed a very solid reputation – the programme is always well researched and the sessions thought provoking. It is a great opportunity to come together and to share ideas with others.

Lucy Dillon, Director of Knowledge Management, **Berwin Leighton Paisner**

09:00	Registration and refreshments		
09:30	Chair's opening remarks <i>Lucy Dillon, Director of Knowledge Management, Berwin Leighton Paisner</i>		
KNOWLEDGE MANAGEMENT AND THE FUTURE			
09:40	Legal KM in 2012: End of the world, brave new world or same old story? <ul style="list-style-type: none"> » Economic, legal and cultural developments impacting legal KM » We're all knowledge managers now – exploring changing attitudes, new roles, etc. » Olympic discipline – ensuring your KM projects and products earn gold » KM strategy – planning for the future in an age of uncertainty <i>Ruth Ward, Head of Central Knowledge Management, Allen & Overy</i>		
10:20	Driving the technology revolution for legal KM: Where are we headed? <ul style="list-style-type: none"> » Understanding law firm technology mega-trends coming your way » The new normal; from BlackBerry to tablets – what comes next? » Apps – where have/will we see the biggest successes? » The rise of Google apps » Meeting both internal and external client demands » Big data, consumerisation, generations X & Y <i>Charles Christian, Editor-in-Chief, Legal Technology Insider, American Legal Technology Insider and The Orange Rag</i>		
11:00	Morning coffee break		
BREAKOUT SESSIONS: FOCUS ON TECHNOLOGY			
11:30	BREAKOUT SESSION 1	BREAKOUT SESSION 2	BREAKOUT SESSION 3
	CASE STUDY: SharePoint innovations on a shoestring: Collaborating on a deal bible repository between international offices <ul style="list-style-type: none"> » Exploring the reasoning and decision behind developing this project » Starting small – understanding you don't need huge resources to make big changes » Bring IT and KM together to build the framework » Fee earner engagement and response <i>Elaine O'Donnell, Professional Support Lawyer and Rita Jennings, Associate Director, Legal Information Management, Weil, Gotshal & Manges</i>	PANEL: Determining the right enterprise search for your firm <p>Short case studies exploring how search works at their firm, to be followed by question time where you will be given the opportunity to put forward your concerns regarding your particular challenge.</p> <ul style="list-style-type: none"> » Understanding your firm's specific requirements » Exploring the decision process to employ a particular search » Lessons learnt and experience to date <i>David Halliwell, Chief Knowledge Officer, DLA Piper UK and Jane Bradbury, Learning & Knowledge Management Director, Field Fisher Waterhouse</i>	How are iPads and tablets changing KM? <ul style="list-style-type: none"> » Fad or the future? » Exploring the costs vs. benefits » Delivering knowledge in a new way – key considerations » The client experience Speaker to be announced
12:10	ALL THE ABOVE BREAKOUT SESSIONS ARE REPEATED FOR PARTICIPANTS TO ATTEND A SECOND OPTION		
12:50	Networking lunch break		
13:50	CASE STUDY: Linking internal and external knowledge to support a more collaborative and comprehensive KM solution <ul style="list-style-type: none"> » Understanding the challenges – technical, business and people » Exploring the right approach to take, blending both old and new systems » Key considerations and timescale needed for delivery » Breaking down the solution and its components » Lessons learnt and experiences to date <i>Rob Martin, Director, Federated Search Strategy, Thomson Reuters</i> <i>Caroline Andresier, Director of Knowledge & Professional Support, Dundas & Wilson</i>		 THOMSON REUTERS
BREAKOUT SESSIONS: STRUCTURING KNOWLEDGE MANAGEMENT			
14:30	BREAKOUT SESSION 1	BREAKOUT SESSION 2	
	Developing, implementing and integrating KM in an international firm <ul style="list-style-type: none"> » The expanding firm's challenge of cultural difference, language and adopted legacy systems » Dealing with the partnership and encouraging a "one firm" approach » Is it acceptable to have different parts of the firm operating in different ways and at a different pace? » What does success look like? <i>David Fitch, Knowledge & Learning Director, Simmons & Simmons</i>	Restructuring the knowledge function: A story in practice <ul style="list-style-type: none"> » Structuring the knowledge function – who should manage PSLs? » Pragmatism trumps principle » Managing change and engaging staff » One year on – lessons learnt and unexpected discoveries <i>Mark Gould, Head of Knowledge Management, Addleshaw Goddard</i>	
Please note that each of these breakout sessions only runs once			
15:10	Afternoon coffee break		
THE CLIENT PERSPECTIVE			
15:40	CASE STUDY: Building the client relationship and gaining essential feedback <ul style="list-style-type: none"> » Beginning the process – finding out what the client wants » Placing PSLs in front of clients and clients in front of PSLs » Improving collaboration between PSLs and the business development team » Feeding this back to partners <i>Simone Pearlman, Acting Global Head of Legal Knowledge, Herbert Smith</i>		
16:10	CLIENT PANEL: What makes a law firm stand out from the rest in 2012? <i>Facilitated by Karen Battersby, Director of Knowledge Management Programmes, Nottingham Law School</i> <p>With added value services now becoming a standard feature of the majority of client tenders and pitches; a downward pressure on fees for legal work; and increasing client demands for faster communication and quicker legal work, we ask our panel of in-house lawyers the following questions:</p> <ul style="list-style-type: none"> » What do you really want from your law firm? » In what areas can KM professionals collaborate better with clients? » Which KM services would you consider to be a competitive advantage from a law firm? » What would be your ideal iPad or iPhone app from your law firm? » How do you feel about outsourcing at law firms? <i>Deepak Malhotra, Chief Legal Officer, Fusion International, Neil Hodges, UK General Counsel, Zurich Insurance and panelist to be announced</i>		
17:00	Chair's closing remarks		
17:10	Close of day one		

09:00	Registration and refreshments
09:30	Chair's opening remarks <i>Lucy Dillon, Director of Knowledge Management, Berwin Leighton Paisner</i>
DEFINING KNOWLEDGE MANAGEMENT STRATEGY	
09:40	Looking back over the years: Moving KM into a strategic leadership position in your firm In this session Duncan shares his thoughts and experiences of the past 25 years. <ul style="list-style-type: none"> » Where to start and the lessons I've learnt » Take a leading position, rather than just collaborating » What skills or traits should you be showing your leaders? » Gaining access to the information you need to play a key strategic role » Sharing your knowledge, mentoring and leaving a legacy » What do you want to be remembered for? <i>Duncan Ogilvy, KM Partner, Mills & Reeve</i>
10:20	CASE STUDY: Aligning KM with the strategic aims of the firm and determining key performance indicators <ul style="list-style-type: none"> » Part 1 – delivering on business alignment, cost savings and increased efficiencies <ul style="list-style-type: none"> o Determining your business goal – developing the goal, gap analysis and building KPIs to measure progress to meeting goal o Measuring and reporting – what are the pitfalls o Encouraging a consistent flow of feedback from clients » Part 2 – refreshing, relaunching and encouraging use of our KM systems <ul style="list-style-type: none"> o What do we need to achieve? o How do we get there, what are the options? o How will we know if we are successful? <i>Carol Aldridge, Head of Knowledge Management & Information Services and Maria Garland, Head of Information Services, Burges Salmon</i>
11:00	Morning coffee break
11:30	Developing and updating a KM strategy that delivers effective results: An in-house legal perspective <ul style="list-style-type: none"> » Recognising where you are and what (you think) needs to be done » Identifying and defining the objectives – the needs analysis (IT, culture, learning/relearning) » Reaching agreement with management – draft, summarise and explain » Finalising the document – is that the deal breaker? » Communicating and publicising the objectives to staff » Implementing the KM strategy <i>Paul Byfield, Legal Information Specialist, European Bank for Reconstruction and Development</i>
12:10	EXPERT PANEL: Cultural and behavioural aspects of KM in the legal profession: Fee earner engagement and responsibility Unpacking the different practices and lawyers – are some groups simply better disposed to KM than others? <ul style="list-style-type: none"> » Do we need to tailor make KM solutions according to personal preference » Encouraging partners to model and push the behaviours we need to see in all fee earners » Instilling the need for personal development and achievement » Top tips and tools for encouraging underperformers <i>Andrew Woolfson, Director of Knowledge Management & Capability, Reynolds Porter Chamberlain</i> <i>Ruth Ward, Head of Central Knowledge Management, Allen & Overy</i> <i>Mark Gould, Head of Knowledge Management, Addleshaw Goddard</i>
12:50	Networking lunch break
RETHINKING KNOWLEDGE MANAGEMENT	
13:50	CASE STUDY: Mastering the matter lifecycle Employing lessons from the manufacturing industry and applying them to knowledge management production within a law firm for maximised efficiency and time savings. <ul style="list-style-type: none"> » Understanding the matter lifecycle and the need for a new and refined approach » Exploring and explaining the benefits to stakeholders through collaboration and partnering » From theory to practice – the White & Case approach » Challenges to the industry <i>Oz Benamram, Chief Knowledge Officer, White & Case (US)</i> <i>Alicia Hardy, Director of Professional Support, White & Case (UK)</i>
14:30	Turning KM from a reactive to proactive function: Supporting delivery of business strategy <ul style="list-style-type: none"> » From the commercial to legal sector – what can be carried across? » Fostering an environment in which the right skills & behaviours can flourish » Why increasing interaction with internal departments such as learning & development, HR, marketing, business development, finance and risk is good business practice » How can we as knowledge managers help meet our clients' changing expectations? » Nurturing the connection between knowledge and learning to reap the benefits of good KM <i>Lorna Ferguson, Head of Knowledge Management, Bird & Bird</i>
15:10	Afternoon coffee break
FUTURE DIRECTIONS	
15:40	Knowledge Café In this interactive knowledge café, facilitated by KM guru David Gurteen, David will explore the purpose of a knowledge café and how it works before then opening the café style discussion to allow you to take part in this experience first hand. The café will explore some of the key actionable insights you have taken from the conference for what will certainly be some interesting and insightful conversation. <i>David Gurteen, Founder and Director, Gurteen Knowledge Community, KMUK 2010 award winner "Lifetime achievement award for services to KM" – to find out more about knowledge cafés, visit http://bit.ly/ztnxMX</i>
17:10	Chair's closing remarks
17:20	Close of conference

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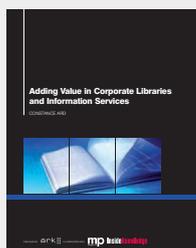
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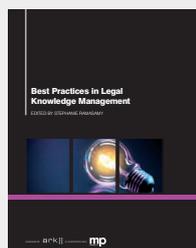
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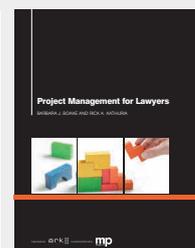
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