

WELCOME TO THE LEGAL STRATEGY EVENT OF THE YEAR IN SCANDINAVIA



14 NOVEMBER 2012, BERNS, STOCKHOLM

WELCOME TO THE FUTURE OF LEGAL SERVICE

This year VQ Knowledge and Strategy Forum and Årets Advokatbyrå, combine their annual events into one joint grand happening in cooperation with InfoTorg, making it the legal strategy event of the year in Scandinavia.

During the day you will gain insights from internationally renowned speakers on legal market trends, the changing legal landscape, how in-house counsel demands are changing the dynamics of legal service, how to leverage the internal knowledge and what strategies or technologies will improve service delivery and the specialized practice needs of in-house counsel.

Insights from Sweden's largest survey among buyers of business law services, Årets Advokatbyrå (the Law Firm of the Year), will then be presented with analysis from both a Swedish and an international perspective. Learn about trends on the legal buyer market, what clients value in the relationship with legal advisors and expectations on law firms service developments.

As a grand finale the Law Firm of the Year awards ceremony will take place with a subsequent cocktail reception with entertainment, food and drinks, and mingle all night long.

Do not miss this exciting and inspiring event predicting the future of legal service. Welcome to this year's legal happening!



REGISTRATION: Register by email to info@vqab.se.
FEE: SEK 9,500 (price excl VAT).
SPECIAL IN-HOUSE COUNSEL OFFER: As part of the joint event with Årets Advokatbyrå, in-house counsels are offered a special half price delegate pass for only SEK 4,750 (excl VAT).
ÅRETS ADVOKATBYRÅ AWARDS ONLY: If you only wish to attend the final session and the evening cocktail reception, please contact Regi directly or go to www.aretsadvokatbyra.se.

VQ KNOWLEDGE AND STRATEGY FORUM 2012 PARTNERS AND SPONSORS



VQ KNOWLEDGE AND STRATEGY FORUM 2012 PROGRAMME

Leadership, strategy and innovation for the legal profession

Wednesday 14 November 2012, 8.30 – 17.30

08:30 Registration and coffee

09:00 Session 1 – Introduction and key note presentation

Opening

Opening remarks by the chair of the conference, Annette Magnusson, Secretary General, SCC, and welcome by Helena Hallgarn and Ann Björk, VQ.



Annette Magnusson, Secretary General of the Arbitration Institute of the Stockholm Chamber of Commerce (SCC). Annette joined SCC from Mannheimer Swartling Advokatbyrå, where she was a member of the dispute resolution group. Previously she headed strategic planning of knowledge management at Baker & McKenzie in Sweden. Annette was SCC Legal Counsel and later SCC Deputy Secretary General from 1998 to 2005. She is the author of several publications on international arbitration, a member of the Research Panel for Arbitration Law at the Stockholm Centre for Commercial Law.



Ann Björk and Helena Hallgarn, founders of Virtual Intelligence VQ, a consultancy firm that combines the practice of law with IT and knowledge management skills. Helena and Ann are two of the most experienced knowledge management professionals in Scandinavia, with backgrounds from legal practice and KM work at Scandinavian law firms Vinge, Mannheimer Swartling and Gernandt & Danielsson.

Legal service in the “New Normal”

Key note presentation by Susan Hackett, CEO of Legal Executive Leadership and former senior vice president of the American Corporate Counsel Association for 22 years. Susan is widely recognized for her ability to both spot and set trends in in-house legal practice and legal executive leadership and she will bring her decades of unparalleled access to, knowledge of, and experience in driving leading practices in “New Normal” legal service business models to share at the forum. Often referred to as the “voice of the in-house bar”, Susan is renowned for conceiving and executing the ACC Value Challenge (to reconnect value to the cost of legal services), developing networks and benchmarking practices for law department executives, and for her leadership in driving advocacy efforts to protect the attorney-client privilege in corporate practice and promoting in-house legal ethics and professionalism. In her presentation, Susan will provide insights on how in-house counsel demands are changing the dynamics of legal service and how newly emerging practices promise to turn the future delivery of corporate legal services “inside out.”



Susan Hackett, is the CEO of Legal Executive Leadership (LEL), a consulting practice in the Washington, DC area specializing in driving collaborative value, efficiency, and improved processes in law departments and law firms. She formed LEL after serving for 22 years as the Senior Vice President and General Counsel at the Association of Corporate Counsel (ACC), where she earned a reputation for innovation, excellence and success in serving the specialized practice needs of in-house counsel, and the law firms and legal services providers upon whom they rely. Susan is widely recognized as the top spokesperson on trends in corporate counseling.

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10:30 Coffe break

11:00 Session 2 - The “More for less-challenge”

The “More for less-challenge” in practice

In-house counsels are struggling to meet the increasing demands due to globalization and new complex legislation, while at the same time pressure is mounting from the business to cut costs. Learn how to leverage internal knowledge and what strategies and new technologies to use to meet this “more for less-challenge” in practice, and how law firms have collaborated in client facing projects to support legal departments in their struggle. Charles Christian, CEO and Editor-In-Chief of Legal Technology Insider, will share his insights from over 30 years of reporting and advising on developments in law office technology and online legal services. Eric Hunter, the award-winning Director of Knowledge, Innovation & Technology Strategies at Bradford & Barthel, will share how he in practice supports his firm to leverage innovation solutions to enhance client service interaction. Helena Hallgarn and Ann Björk, VQ, will share their views on the development on legal services and all possibilities available for law firms that are willing to take on the challenge, as well as provide insights on how to develop innovative service delivery by the use of technology. An additional case study will then provide a practical example of a solution that has helped to meet the more for less-challenge, by leveraging internal knowledge and enhancing service delivery.



Charles Christian is a former practising barrister turned independent commentator and journalist who has been reporting and advising on developments in law office technology and online legal services for over 30 years. He was described in one national magazine as “one of the top ten key individuals who act as movers and shakers in the legal IT world today... There is no doubt that Legal Technology Insider newsletter was a brainwave and has been a tremendous influence throughout the legal IT world for many years.”



Eric Hunter is Director of Knowledge, Innovation & Technology Strategies at Bradford & Barthel, LLP. Over the past two years, Eric has integrated a Google-driven social media knowledge and collaboration environment within the firm and is constantly looking to leverage innovation solutions to enhance client service interaction while driving business optimization solutions internally. Eric speaks and writes on competitive strategy and collaborative cloud solutions globally and is the recipient of ILTA’s 2010 ‘Knowledge Management Champion’ Distinguished Peer and ILTA’s 2010 ‘Innovative Member’ awards.



Ann Björk and Helena Hallgarn, founders of Virtual Intelligence VQ, a consultancy firm that combines the practice of law with IT and knowledge management skills. Helena and Ann are two of the most experienced knowledge management professionals in Scandinavia, with backgrounds from legal practice and KM work at Scandinavian law firms Vinge, Mannheimer Swartling and Gernandt & Danielsson.

Case Study - In an effort to make the practising lawyer more efficient and up-to-date in his or her legal research and analysis of current law, Karnov Group has developed a new concept for legal analytical content online. Under the theme “more for less” Karnov Group will present how their latest product development Lexino rättsanalyser will be a part of this changing legal landscape.

12:30 Lunch break with partner and sponsor introductions

14:00

Session 3 – Legal market trends analysis

Need for change

Analysis of legal market trends, how in-house counsel demands and new online legal services are changing the dynamics of legal service, the changing roles for the legal profession and the need for increased professionalism and utilization of new technologies to improve service delivery. Chris Bull, strategy consultant at Edge, will provide his insights on the UK legal market developments following the new regulatory changes and the rise of new players offering more innovative and efficient legal services. David Fitch, KM Director at Simmons & Simmons, will share his insights from driving a firmwide innovation and change initiative, supporting the firm to introduce greater awareness of alternative fee arrangements, introduce a more co-ordinated online services programme and test the water with legal process outsourcing. Furthermore, general counsel and former law firm managing partner Carl Östring will provide his insights on the changing roles for in-house counsels and the new demands for more efficient legal services from both aspects as a client and as a legal service provider. How do you add value to a professional buyer, and what is the correct price of that value?



Chris Bull, partner at Edge International, has been a leading practitioner and pioneer in the field of professional law firm management for over 15 years. Chris is a highly regarded industry expert on operational and financial management and the application of technology to professional firms. His appointment as Chief Executive of top 30 UK firm Osborne Clarke in 2000 was in the first wave of external senior executive appointments, including for example a global leadership role at outsourcing firm Integreon, where he directed two of the legal world's most substantial and innovative deals to date.



David Fitch is Knowledge Management Director at Simmons & Simmons LLP. His role includes responsibility for knowhow and professional support, legal training, library and information services, practice support and e-discovery, and the firm's client facing online service, elexica. David is a technology focused knowledge director and since joining the firm has delivered a number of enabling solutions including enterprise search and video based online training. His achievements at the firm were recognised in 2009, when he was awarded Knowledge Officer of the Year (International) at the Legal Technology Awards in London.



Carl Östring is General Counsel at investment company AB Traction, and head of its legal function as well as legal counsel to its approx. 30 subsidiaries and partner companies. Previously, Carl was Partner of Magnusson Stockholm, with experience as Managing Partner of Magnusson Stockholm, and Practise Development Counsel of Magnusson Law firm's Moscow and Minsk offices. Carl has recently been elected Treasurer and Director of the board of the Swedish Corporate Counsels' Association.

15:30

Financial Times afternoon tea break

EDITORIAL COVERAGE OF THE EVENT DURING THE DAY



InfoTorg Juridik will cover the event and make continuously reports during the day at www.infotorgjuridik.se. Please follow the reporting and contact editor-in-chief **Linda Bernbo** and the other reporters to share your insights and interesting discussion points.

InfoTorg Juridik is Sweden's most comprehensive legal news service and archive of legal information. Among other things we have gathered all laws, bills and court decisions in areas such as economic crimes.

Furthermore, we can help you to locate the right legal literature and find connections between Swedish and European law. Our legal news staff keeps track of what is happening in the legal area in Sweden and the EU on a daily basis.

16:00

Session 4 – Insights and analysis of the Law Firm of the Year survey

Is cross-selling client care?

Insights from Sweden's largest survey among buyers of business law services, Law Firm of the Year (Sw. "Årets Advokatbyrå") with a discussion forum and analysis from both a Swedish and an international perspective. The survey is conducted in collaboration with the Swedish In-house Counsel Association (Sw. "Bolagsjuristernas Förening") and addresses a wide range of factors in the client-law firm relationship, including key factors that clients value in the relationship with their legal advisors. The 2012 edition takes a closer look on how clients believe law firms should develop their businesses and, among other things, if selling can in fact be perceived as a value adding activity. For the first time the survey will also analyze the Swedish boutique-scene.



Martin Salomon, Senior Consultant at Regi Research & Strategi. Martin has been working in the legal sector for many years, mainly in the areas of communications and business development. He is now a senior consultant at Regi Research & Strategi, an independent analysis and research company specialized in Investor Relations, Corporate Communications and B2B-assignments.



Chris Bull, partner at Edge International, has been a leading practitioner and pioneer in the field of professional law firm management for over 15 years. Chris is a highly regarded industry expert on operational and financial management and the application of technology to professional firms. His appointment as Chief Executive of top 30 UK firm Osborne Clarke in 2000 was in the first wave of external senior executive appointments, including for example a global leadership role at outsourcing firm Integreon, where he directed two of the legal world's most substantial and innovative deals to date.

In-house counsel representatives from the survey. Additional in-house counsel panelists who have participated in the survey and have contributed with interesting aspects or raised interesting questions to be further discussed and analyzed at the discussion forum.

17:30

Cocktail Reception and Law Firm of the Year awards ceremony

As a grand finale the law firm of the year and other category winners will be awarded in the Law Firm of the Year (Sw. Årets Advokatbyrå) awards ceremony with a subsequent cocktail reception in Galleriet, Berns, with entertainment, food and drinks and mingle all night long.



Robert Skölfman, CEO and founder of Regi Research & Strategi, an independent analysis and research company specialized in Investor Relations, Corporate Communications and B2B-assignments.