

BD Excellence

Thursday 3rd July 2014

Event hosted by



AGENDA

| Time | Item |
|---------------|---|
| 3.00 - 3.30pm | Guest arrival <i>(Refreshments and networking)</i> |
| 3.30 - 3.45pm | Welcome Setting the scene: embracing technology to meet BD and Marketing challenges Neil Cameron, Neil Cameron Consulting Group |
| 3.45 - 3.55pm | Different issues between BD and operational IT in large law firms Simon Kosminsky, SK Consultancy |
| 3.55 - 4.15pm | The extraordinary Carlsberg LLP Tim Hyman, Reed Smith |
| 4.15 - 4.30pm | What lawyers love! Lydia Draper, Speechly Bircham |
| 4.30 - 4.50pm | Break <i>(Refreshments)</i> |
| 4.50 - 5.05pm | The true cost of winning business in major law firms John Campbell, Aniseed Consulting |
| 5.05 - 5.15pm | Chambers and other directory submissions Kim Walton, Enable |
| 5.15 - 5.25pm | Legal Marketing Association TBC'd |
| 5.25 - 5.35pm | Questions/Discussion <i>(All guests invite to discuss topics presented/ask questions to presenters)</i> |
| 5.35 - 6.00pm | Event close Neil Cameron and Simon Kosminsky <i>(Networking drinks follow)</i> |