



The Law Society

Facing the future: what are the major disruptive forces faced by law firms in the next decade?

Speakers:

Jonathan Djanogly MP, Parliamentary
Under-Secretary of State for Justice

Professor Stephen Mayson,
Professor of Strategy and Director,
Legal Services Policy Institute

Ted Burke, Chief Executive,
Freshfields Bruckhaus
Deringer LLP

22 September 2010
8.00 am - 10.00 am



legal
breakfast series

Venue: The Law Society, 113 Chancery Lane, London WC2A 1PL

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This is the eleventh in a series of legal breakfasts held by the Law Society to explore the business of law in the new legal services landscape.

In its first year, the legal breakfast series established itself as the leading forum for developing new thinking about the regulatory and business framework in which law firms operate. The 2009-10 series examined the opportunities to be found in this post-Legal Services Act environment for the creation of successful business models and strategies for competitiveness in a globalised market for legal services.

The legal breakfast series in 2010-11 will examine the challenges facing the law firm of the future, exploring issues such as law firm management, strategy and valuation, legal education and career progression and the global marketplace.

The event will begin at 8.00 am with registration, networking and breakfast until 8.30 am. After hearing from the speakers there will be an open debate, under the Chatham House rule, with contributions from delegates.

Speakers

Jonathan Djanogly MP was appointed as Parliamentary Under-Secretary of State for Justice in May 2010, with special responsibility for legal services and civil law. He was elected MP for Huntingdon in 2001 and was appointed Shadow Solicitor General in 2004, assisting Home Affairs and Ministry of Justice teams on issues such as House of Lords reform, the new Supreme Court, criminal law and voting regulations. He was also appointed Shadow Minister for Trade and Industry in 2005, with specific responsibility for corporate governance.

Jonathan trained as a solicitor at SJ Berwin LLP, qualifying in 1990 and becoming a partner in 1998, dealing with a broad variety of corporate finance work, including acquisitions and disposals, equity investments, financings and joint ventures, and company flotations.

Professor Stephen Mayson has been consulting in legal practice since 1985 and is one of the world's leading authorities on law firm strategy, economics and valuation and ownership issues.

As Professor of Strategy and Director of the Legal Services Policy Institute at The College of Law, Stephen is responsible for monitoring developments in the legal services market and engaging with government, regulators, professional bodies, practitioners and others. In 2008, he was appointed by the Ministry of Justice to its Public Legal Education Strategy Group, and he also sits on various strategy and advisory groups for the Legal Services Board, the SRA, the Bar Standards Board's and the Bar Council. Stephen lectures and writes widely, and is a Senior Fellow in the Faculty of Law at the University of Melbourne.

Ted Burke is Freshfields Bruckhaus Deringer LLP's chief executive and was previously managing partner for the firm's US offices. A partner in the firm's global energy and infrastructure group, he specialises in various areas within finance and corporate with a particular emphasis on the energy sector. His experience covers projects in North America, Latin America, Europe, Africa and Asia.

Ted joined the firm as a partner in 1998 and was previously a partner at Milbank, Tweed, Hadley & McCloy. He received his BA from the University of Vermont and his JD from the Georgetown University Law Center.



Issues

- What are the major regulatory, technological, geographical and market-based forces of discontinuity faced by firms now and in the near future? How should firms respond?
- How will the economic and political outlook affect the legal services sector over the course of the new Parliament?
- How will the shifting regulatory goal posts impact on the ability of firms to make choices about future business planning?
- Will increased disaggregation of the market through LPO drive strategic planning processes within City law firms?
- How do firms balance the risks associated with growing a commercial practice with the need to ensure increasing returns?
- Is it possible to develop a robust strategic plan in the face of significant uncertainty about how the market will develop?

Who should attend?

- Senior partners, managing partners and practice directors in top 100 law firms
- Banks, venture capital funds and other potential investors
- General counsel and leaders of in-house teams for FTSE100 companies
- Parliamentary spokespeople and senior government officials
- Non-lawyer practice managers and senior practitioners in related professions
- Academics
- Others with an interest in the future development of legal business.

The Law Society's legal breakfast series

This series of discussion events brings together business leaders from the legal profession with potential partners, investors, policy-makers and high-profile speakers to debate the construction of a successful and sustainable legal business sector for the 21st century. The events contribute to an emerging understanding of the public policy and business strategies required for growth in the legal services sector and inform the Law Society's position as the voice of the profession.

The events consider the commercial structures, regulatory environment and global economic framework within which legal business will operate. For more information, e-mail legalbreakfast@lawsociety.org.uk.

After each event, a webcast of the speakers is made available to view at www.lawsociety.org.uk/legalbreakfast. A summary of the proceedings is also posted on the website.

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☐ Please keep me informed about this series of events

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I would like to attend the Legal Breakfast

If you are booking within two weeks of the seminar, please email to ensure there are places available: legalbreakfast@lawsociety.org.uk

☐ Wednesday 22 September 2010, London, The Law Society, 113 Chancery Lane

Delegate details

Title: _____ First Name: _____ Surname: _____

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3. Prices may be subject to change and a supplement may be payable for special dietary requirements.
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