



The Law Society

**Professional services:
staying competitive
in the global marketplace**

Speakers:

Sir Michael Snyder, Senior Partner,
Kingston Smith LLP

David Cheyne, Senior Partner,
Linklaters LLP

18 November 2009

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 eighth in a series of legal breakfasts being held by the Law Society to explore the business of law in the new landscape created by the Legal Services Act.

In its first year, the legal breakfast series established itself as the leading forum for developing new thinking about the regulatory framework in which law firms do business. The events in 2009-10 will examine the opportunities to be found in this post-LSA environment for the creation of successful business models and strategies which can be competitive in a globalised market for legal services.

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

Speakers

Sir Michael Snyder is the Senior Partner of Kingston Smith, a top 20 firm of accountants. He has been a member of the Court of Common Council of the City of London Corporation since 1986 and is a member of its Policy and Resources Committee, having served as Chairman from 2003 to 2008 and Deputy Chairman until May 2009. Michael chaired the Professional Services Competitiveness Group for the Chancellor of the Exchequer, which released a report in March 2009 examining the medium and long term challenges facing the UK's professional services sector. He is also a member of the Chancellor's High Level Group on Financial Services.

Michael is Chairman of Gateway to London and is a Member of Thames Gateway London Partnership Board. He is also Governor of a University and two schools.

David Cheyne is the Senior Partner of Linklaters LLP. He joined the firm in 1972 and became a partner in 1980 before spending five years in Hong Kong from 1981 to 1986. He was in charge of the firm's corporate department from 2000 until his election as Senior Partner in 2006.

David has over 30 years' experience of a wide range of corporate transactions including all types of M&A work, joint ventures, flotations and general corporate finance work. He has been jointly ranked as the UK's highest-rated M&A lawyer in each year since 2000 according to the Chambers Directory.



Issues

- How can public policy and business practice be shaped to increase the competitiveness of the City as a global centre for professional services?
- Is the UK's standing as a global headquarters of choice for international professional services firms secure?
- Can innovative new products and services be launched successfully in a turbulent market?
- What are the opportunities for partnership with other major professional services centres in emerging markets?
- Will the setting of global standards and promotion of good corporate governance by professional services firms make for a more stable economic future?
- Does the largest business sector in the British economy command the full attention of policymakers, looking for routes to recovery?

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 of FTSE100 companies
- Parliamentary spokespeople
- 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 businesses 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.

Professional services: staying competitive in the global marketplace



☐ Please keep me informed about this series of events

TO BOOK Please complete this form and return it with payment to:

Event Team (Room 1.01), The Law Society, 113 Chancery Lane, London WC2A 1PL or DX 56 Lon/Chancery Ln

Tel: 020 7316 5700 / Fax: 020 7316 5667.

Firm/Organisation: _____

Address: _____

Postcode: _____

DX address: _____

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 18 November, London, The Law Society, 113 Chancery Lane

Delegate details

Title: _____ First Name: _____ Surname: _____

Position: _____

Email Address: _____

Tel No: _____ Fax No: _____

Payment

£95.00 + VAT = £109.25 per delegate

Delegates

Amount including VAT

£

Handling charge: (@ 1.75%)

(Applies to credit card payments only)

£

Total payable

£ **Total payment**

Card type Visa ☐ Maestro ☐ Delta ☐ MasterCard ☐ (we are unable to accept AMEX)

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Security Digits (last 3 on reverse of card on signature strip)

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You can also pay by cheque. Please make your cheque payable to **The Law Society**

Special requirements

Please advise if you have any special requirements: _____

Terms and Conditions

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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 any registration fee will be made. The Law Society does not accept liability for any expenses incurred by the delegate as a result of cancellation.
3. Prices may be subject to change and a supplement may be payable for special dietary requirements.
4. Full invoice payable unless a written notice is received at least 10 working days before the event, in which case the fee will be refunded less a £25 + VAT administration charge; or a written delegate transfer notice is received at least 10 working days before the event. In the event of another transfer request, an administration charge of £25 + VAT will be levied. Substitutions can be made at any time without charge.
5. This booking form constitutes a legally binding contract. The delegate and firm are jointly and severally liable for payment of the fees due.