



Charting a Successful Course In Today's Brave New World

LEXISNEXIS® BUSINESS OF LAW SYMPOSIUM

LegalTech® New York | February 1, 2010

Moderated by Bruce MacEwen of Adam Smith, Esq.



Charting a Successful Course In Today's Brave New World

In this exclusive LexisNexis® Business of Law Symposium, keynoted and moderated by Bruce MacEwen of Adam Smith, Esq., you will hear senior law firm leaders engage in open-ended debate on the unprecedented economic changes affecting our industry and our clients, and the management implications of this rapidly changing landscape, including:

- **New structures for the new world.** How do career paths, revenue and profitability models, and recruitment and development need to change?
- **Future strategies.** Which new positionings offer compelling value and which hold peril?

The drastic changes we now face, many already afoot, come once in a career. Be prepared.

Distinguished Speakers and Panelists include:

- **Harry Trueheart**, Chairman, Nixon Peabody LLP
- **Iris Jones**, Sr. Director of Business Development, Chadbourne & Parke
- **Sally Fiona King**, COO for the Americas at Clifford Chance
- **Bill Bachman**, COO, Bingham McCutchen
- **Russ Haskin**, Director of Consulting, LexisNexis/Redwood Analytics®
- **Robin Balding**, Senior Vice President, Director Legal & Private Banking Services, City National Bank
- **Bruce MacEwen**, Partner, Adam Smith, Esq.
- **John Alber**, Technology Partner, Bryan Cave
- **Oz Benamram**, Director of Knowledge Management, White & Case
- **Douglas Brown**, Corporate Knowledge Manager, McDermott Will & Emery
- **Saul Rosenberg**, Director of Knowledge Operations, McKinsey & Company
- **Ali Shahidi**, Director of Knowledge Management, Bingham McCutchen
- **David Lat**, Editor-in-Chief, *Above the Law*
- **Aric Press**, Editor-in-Chief, *The American Lawyer*

Audience participants will be given wireless hand-held voting devices.

Please respond to questions posed by the panel members, and the results will be displayed in real time.

BUSINESS OF LAW SYMPOSIUM

Program Agenda

*Each session is eligible for 1 CLE credit, for a total of 4 credits.**

Session I: Economic & Strategic Perspectives on the Current Environment 1:00 – 1:50 P.M.

Introduction by Michael F. Walsh, President and CEO, U.S. Legal Markets, LexisNexis

Keynote: Bruce MacEwen, President, Adam Smith, Esq.

Bruce will discuss the emerging and future implications of the last 18 months of global economic turbulence for the legal industry. Is “growth” still a viable strategy? Is the much-publicized cry by clients for alternatives to the billable hour for real? Is the conventional associate career path model fatally flawed?

Session II: Knowledge Management 2:00 – 2:50 P.M.

The Great Recession has reinforced pressures on law firms’ conventional ways of doing business: The indispensable need to invest in professional development and training at the same time clients are refusing to pay for junior associates; cost pressures on “commodity” work; demands for outsourcing, which cut to the heart of the conventional leverage model; and newly vocal demands for alternative fee structures. Most lawyers see these as threats, pure and simple. This panel will ask: What if they all interrelate? Does KM have a role in addressing them? How can your firm turn this evolving landscape to its advantage?

Panelists and speakers include:

- John Alber, Technology Partner, Bryan Cave
- Oz Benamram, Chief Knowledge Officer, White & Case
- Douglas Brown, Corporate Knowledge Manager, McDermott Will & Emery
- Saul Rosenberg, Director, Knowledge Operations, McKinsey & Company
- Ali Shahidi, Director of Knowledge Management, Bingham McCutchen

Session III: New Structures for the New World 3:00 – 3:50 P.M.

Will the Great Recession ultimately “blow over,” allowing us all to return to the comforts of business as usual? Or are we witnessing a once-in-a-career change in the way firms fundamentally do business? In other words, do we need to take a clean-sheet-of-paper look at such things as:

- Associate Career Paths
- Alternative Fee & Billing Models
- Revenue & Profitability Models
- Lateral Recruitment: Is there any way to improve the batting average?
- Law Student Recruitment: Can it be fundamentally reformed so long as NALP claims a seat at the table?

Panelists and speakers include:

- Speaker: Harry Trueheart, Chairman, Nixon Peabody LLP
- Robin Balding, Senior Vice President, Director Legal & Private Banking Services, City National Bank
- David Lat, Founding Editor, *Above the Law*
- Russ Haskin, Director of Consulting, LexisNexis/Redwood Analytics

Session IV: Future Strategies 4:00 – 5:00 P.M.

For years, the espoused strategy of virtually all major law firms was simple: Growth. Is that still effective viable, or even possible? For all firms? And if not, what alternative strategies make sense? What does the future hold for:

- Global firms? Is there room for an indefinite number? If not, how many? Who will be the survivors?
- Regional firms? Has economic homogenization passed them by?
- National “full-service” firms? Particularly those without a distinctive practice offering?

Finally, is globalization here to stay? And if so, what will be the important centers of gravity of economic and financial activity? New York? London? China? The Mideast or Brazil?

Panelists and speakers include:

- Bill Bachman, Chief Operating Officer, Bingham McCutchen
- Iris Jones, Sr. Chief Business Development & Marketing Officer, Chadbourne & Parke
- Sally King, Regional Chief Operating Officer, Clifford Chance
- Aric Press, Editor in Chief, *The American Lawyer*

Today’s sessions qualify for 1 CLE credit each. Please complete the form made available in the lobby outside of Concourse B. Your CLE certificate(s) will be delivered to you electronically.*

About Adam Smith, Esq.

Adam Smith, Esq., LLC provides strategic consulting services to the legal profession, including law firms, corporate counsel and companies providing legal services. Core competencies include strategic assessments, financial management, IT and KM strategic evaluations, client-focused initiatives, as well as insights and implications of emerging trends. We lead or participate in many ground-breaking legal conferences and frequently speak at partner retreats. We have been featured or quoted in major business and legal media. Based in New York, we operate globally.

About LexisNexis

LexisNexis (www.lexisnexis.com) is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. LexisNexis originally pioneered online information with its Lexis® and Nexis® services. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] (www.reedelsevier.com), LexisNexis serves customers in more than 100 countries with 18,000 employees worldwide.

*Please note that CLE credits are only offered in the following states: Alabama, Alaska, Arizona, Arkansas, California, Colorado, Delaware, Florida, Georgia, Idaho, Illinois, Iowa, Kentucky, Louisiana, Maine, Minnesota, Missouri, Montana, Nevada, New Hampshire, New York, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, and Wisconsin.

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