



ALPMA

Australasian Legal Practice
Management Association

Official Program

ALPMA National Summit

Law Firm 3.0: Leading the New Normal

18-19 October 2013

Sydney Exhibition & Convention Centre

Platinum Partner:



LexisNexis®



Graeme McFadyen
Summit 2013 Chair

Chief Operating Officer,
Shine Lawyers



Ann-Maree David

CEO / Program
Director,
The College of Law



**Rosanna
Stephenson**

Practice Manager,
Kennedy Partners



Warrick McLean

General Manager,
Coleman & Greig



Julie Barry

General Manager,
O'Loughlins Lawyers



Helen Bengé

Operations Manager,
Kells



Cathy Reynolds

General Manager,
MurphySchmidt



ALPMA
Australasian Legal Practice
Management Association

ALPMA National Summit

Law Firm 3.0: Leading the New Normal

The 13th ALPMA National Summit “Law Firm 3.0 - Leading the New Normal” recognises that the legal profession is undergoing significant changes that are transforming the way law firms operate. Managing partners and legal industry managers are being called upon to provide genuine leadership as firms endeavour to re-shape themselves to deal with these changes.

Attending Summit will help you successfully navigate these choppy waters and profit from the experience. The program features keynote speaker, General Peter Cosgrove talking about leadership, and is packed with case studies from leading law firms and world-renowned experts. Join more than 200 delegates from law firms and legal departments at the pre-eminent legal management conference in Australasia.

Drivers of the **new normal** for law

The global legal industry is undergoing unprecedented change, with new business models, practices and processes becoming normal. The 2013 ALPMA Summit is designed to help managers at law firms keep abreast of these developments and ensure their firm stays ahead of the curve.

TECHNOLOGY ENABLERS

- Internet
- Cloud computing
- Mobile collaboration
- E-Discovery
- Digital voice recognition
- Automation

NEW WAYS OF WORKING

- Working from anywhere
- Flexible hours
- Job sharing
- Rise of part-time, contract & casual labour
- Demands for Work/Life balance

COMPETITIVE PRESSURES

- International firms enter market
- Mergers & acquisitions
- Re-structuring & redundancies
- Judicial criticism of chargeable hour methodology
- Fixed fees

CHANGING BUSINESS MODELS

- Control shifting to the customer
- Reduced customer loyalty
- Emphasis on value not hours spent
- Reduced importance of proximity of provider
- Price pressure
- Increased client expectations

RISING CUSTOMER POWER

- Incorporated Legal Practice (ILP)
- Legal Process Outsourcing (LPO)
- Online Legal Services
- Offshore Legal Services

CHANGING FACE OF THE PROFESSION

- Dominance of female law graduates
- Retirement of baby boomers
- Managing inter-generational expectations
- Equity & diversity requirements
- Mental Health challenges

Guest Speakers



Madonna King
MC

ALPMA welcomes Madonna King as official MC. Without peer in commanding events, Madonna is engaging and judicious with panelists. She'll rein in the discussion and ensure targeted outcomes are achieved.



Craig Rispin
Future Trends Group

Craig Rispin is a business futurist and innovation expert. His expertise is in emerging business, people and technology trends - and how companies can profit from them.



Robert Milliner
UBS & the B20 Sherpa
for Australia

From 2004-2011 Robert was Chief Executive Partner of Australia's pre-eminent international law firm Mallesons Stephen Jaques (now King & Wood Mallesons). He retired from Mallesons in January 2012 after 28 years as a partner.



Clementine Scahill
BD Director,
Hunt & Hunt

Clementine's business development experience spans years, industries and countries. Clementine is a firm believer that you should run your own race and not waste too much time looking sideways.



Richard Scott
Manager, BD & Marketing,
Russell Kennedy Lawyers

With a career in business development and marketing, Richard drives his stakeholders towards achieving their business development and client goals through a mixture of sales, planning and strategy. Richard is also a Board Member of APSMA and chairs their ANZ Conference Committee.



Suzanne Delbridge-Bailey
Principal, Forsythes
Forensic Accounting

Suzanne specialises in the valuation of equity and businesses of all sizes, the investigation of transactions and quantification of losses. The Newcastle based practice headed by Suzanne completes works all over Australia, primarily for the purpose of litigation.



General Peter Cosgrove AC MC
(Retd)

General Cosgrove is a highly sought after speaker on a wide range of subjects and has also been working with many of Australia's leading CEO's to assist them to further develop crisis management protocols for their respective companies.



Martina Sheehan
Mind Gardener

Martina knows that thinking differently is the key to success and has been showing organisations how to do this for over 15 years. Working with many significant private and public sector businesses across Australia, their Conscious Leadership Program was recently awarded the highest honour in the Energex Supplier Quality Awards.



Rolf Moses
Director of People
& Development,
Norton Rose Australia

Rolf's focus is on the development and execution of People and Development practices, techniques and strategies around the attraction, retention, development and performance of talent, teams and leaders. He also has a specific interest and experience in performance psychology, conflict management, stress and motivation in the workplace.



Tony Crawford
Independent Chairman,
Grant Thornton

Tony had an extensive career for over 30 years at leading commercial law firm DLA Phillips Fox. His current directorships include his role as independent chairman of national accounting firm, Grant Thornton Australia Limited.



Dr Peter Lynch
dci lyncon

Peter acts as an independent company director in private enterprise and for government corporations. His dominant practice is with small to mid sized law firms - the goal always being to assist clients make more money and have more fun without working very much harder.



Joe Foster
Strategic
Momentum Group

Joe's previous experience as a senior executive gives him the insight to his area of expertise. This includes board reviews, facilitating cultural agility and strategic alignment. He is an accredited executive coach who focuses on leadership development and building high performance teams.



Peter Simpson
Managing Partner,
PK Simpson & Co

In a market where the perception is that only the big firms are engaged in legal process outsourcing, hear how Managing Partner Peter Simpson transformed his business. The journey is an amazing story in itself.



Robert Balmer
CEO
Executive Central

Rob was previously a CEO and senior executive in the professional services, information technology and commercial building sectors. He now specialises in leadership, business development and strategic coaching and consulting.



Stephen Butler
Red Rain

Stephen has been working with accounting and legal firms for almost 30 years. He has a deep experience with a range of legal system, having been involved with clients and implementations both within Australia and globally during that time.



John Woodhams
Pizzys

John has had a 25 year involvement with professional service firms (law, accounting and patent attorneys) at the senior management level. John adopts a very much hands on style of management and likes to implement and follow through on organisational change and improvement.



Petra Stirling
Organisational
Development Manager
Gilbert + Tobin

Petra has worked as a lawyer, head of human resources and organisational development manager, with a continuous focus on diversity and women in the law. She has developed innovative techniques designed to drive resilience and strong performance in lawyers and other specialists working in professional services.



Joe Catanzariti
Vice President,
Fair Work Commission

Prior to his appointment to the Fair Work Commission, Joe was a senior partner in the national Clayton Utz Workplace Relations, Employment and Safety Practice Group. Joe was a trusted adviser to many of Australia's leading private companies and government departments, advising on all aspects of employment law and workplace relations.



Rachel Besley
General Counsel, Partner,
Secretary to the Board of
Partners, Deloitte

Rachel has practised for over 15 years and is known for her deep expertise in contract, employment, corporate, intellectual property and partnership law. Rachel is a former Deloitte Businesswoman of the Year national finalist and leads the Inspiring Women's program for Deloitte's internal facing service lines.



John Shackleton
The Performance Expert

With a background in Sports Psychology John's subject is performance, helping people to improve performance in both their business and personal lives. His passion is showing people that self limitation is what holds them back. Sports psychology teaches about self belief and its importance in achieving everything we are capable of.

Summit Program

Pre Registration and Network Function: Thursday Evening 17 October 6:00pm - 8:00pm

Friday, 18 October 2013

Madonna King, MC
Warrick McLean, ALPMA President
LexisNexis, Platinum Sponsor

9:00 Welcome

SESSION 1

Know First, Be First, Profit First: to Lead the New Normal

9:15 - 10:30

Learn about the business, people and technology trends transforming business around the world. You'll see the driving forces impacting the legal industry and you'll get specific ideas to gain a strategic advantage. This session will help you understand exactly how to profit from the massive changes ahead. Craig will also discuss the importance of developing a vision for your firm. Vision is one of the top skills expected from law firm leaders, but recent research shows not nearly enough legal business leaders actually spend time on developing vision.

Craig Rispin
Future Trends Group

10:30 - 11:00

MORNING TEA

SESSION 2

Where are you leading your firm?

11:00 - 12:00

The forces of competitive advantage have altered for all firms in a consistent and negative direction since 2008. A 'perfect storm' is brewing: fewer buyers with less price elasticity, new suppliers and substitutes (such as legal process outsourcing and a greater reliance on in-house departments) and increased rivalry with new entrants taking advantage of low barriers of entry to bring global brands into the market. So how should firms and you as a leader respond? Milliner will focus on 3 key actions for leaders that are fundamental to an effective long-term response. Taking these steps will not guarantee success but the winners will be those who do these things (and more) very well.

Robert Milliner
*UBS and the B20
Sherpa for Australia*

SESSION 3

BREAK OUT A

BREAK OUT B

12:05 - 1:00

From toys to tools – How to make technology work for you in the new normal

Craig Rispin - *Future Trends Group*

Is your firm effectively leveraging the power of technology as a key driver for firm profitability and growth? Or are you still using the same old systems you have used for the last 10 years? There really is a better way!

Craig will show you how technology can bring you more clients, make you look amazing, save you time and increase your profits. One legal firm has reduced its business overhead costs by 50% using these systems. See how some of your legal colleagues are driving their competitors crazy by harnessing the power of collaboration, customer self-service, Big Data, cloud computing, desktop visualization and business process outsourcing.

If you don't have rainmakers, how do you grow your firm?

Facilitated by: **Robert Milliner**

Panel: Clementine Scahill - *Hunt & Hunt BD Director*

Richard Scott - *Russell Kennedy Lawyers Manager BD & Marketing*

Suzanne Delbridge-Bailey - *Business Principal Forsythes Accounting*

Not every firm is flush with rainmakers - lawyers (or high performing sales people) who are geniuses at bringing in a never-ending stream of new clients and revenue. In this lively and interactive session, our expert panel will share their real-world experiences, and provide a plethora of practical tips, advice and strategies that will help you grow your firm - without relying on rainmakers!

Summit Program

Friday, 18 October 2013

1:00 - 2:00	LUNCH	
SESSION 4	Leadership and the eternal sameness of change	
2:00 - 3:15	<p>In an environment irreversibly dynamic due to the information age, we must constantly adapt to new ways to do business, both new and old. What binds endeavor and drives success is the leadership that empowers and harnesses collective effort. Leadership today and tomorrow may have new modalities but will meet unchanging needs. New Dogs must learn Old Tricks!</p> <p>General Peter Cosgrove (retired)</p>	
3:15 - 3:45	AFTERNOON TEA	
SESSION 5	BREAK OUT A	BREAK OUT B
3:45 - 5:00	<p>Wired for Leadership Martina Sheehan - <i>Mind Gardener</i></p> <p>Everything you think, learn, see and do shapes your brain and changes your life. Martina sheds light on how to use the latest research on the brain to think differently, lead through uncertainty, and thrive in the face of change. She will explore what really works to motivate and engage people, explore some leadership myths and reveal what doesn't work, and leave participants with practical exercises that will boost their clarity, confidence and performance.</p>	<p>Aligning Leadership with Business Strategy and Culture Rolf Moses - <i>Norton Rose Australia</i></p> <p>Leadership, Strategy and Culture are three critical ingredients for business success. If they are not aligned you may spin your wheels and create distracting agendas and tensions. Knowing which comes first and how they influence each other is how you maximise your efforts towards achieving your goals. This session will explore the models to help you align leadership, strategy and culture so that you can achieve your business goals in the way that you intend.</p>
7:00 - 8:00	COCKTAIL FUNCTION	
	<p>Wind down from a busy day with the pre-dinner cocktail function. Great food, great scenery, great company - delegates and guests gather to reconnect with friends from the past and build new networks for the future.</p>	
8:00 - 12:00	GALA DINNER	
	<p>Always a crowd pleaser, the Summit Gala Dinner has a history of being an evening to remember featuring a sumptuous three course dinner and drinks, entertainment, music and of course FUN!</p>	

Summit Program

Saturday, 19 October 2013

SESSION 6

What are the distinguishing features of successful law firms in today's changing environment?

8:45 - 10:00

The last 5 years has seen unprecedented change in the Australian legal market. This session will discuss the trends which are driving this change, the 'new normal' and the distinguishing features of successful law firms in this changing environment.

Tony Crawford
Grant Thornton

SESSION 7

10:00 - 10:45

BREAK OUT A

Practice succession – science, art, or lottery?

Dr Peter Lynch - dci lyncon

Effective succession management is a key pillar of long term stability and value retention in law firms. Many firms however struggle to do this well - especially where long term retention of key people, management of personal motivations and realisation of value on exit can be the art of the possible and more like a lottery than a structured approach.

Peter will show you practical ways to work through succession management generally and exit strategies in particular, so that the development of a coherent succession plan for all firms becomes the new normal and not a lottery based on good luck!

BREAK OUT B

The Neuroscience of Building High Performance Teams

Joe Foster - Strategic Momentum Group

Recent developments in neuroscience offer profound insight into the complexity of human behaviour and how you and others around you think, feel and operate in the world. Your success as a leader is directly linked to your ability to create high performance teams.

If you want to learn powerful insights to develop your leadership skills and to enable you to build high performance teams, then come to this session and learn how to apply the NeuroPower framework to achieve real results in your firm.

10:45 - 11:05

MORNING TEA

SESSION 8

11:05 - 11:55

BREAK OUT A

Legal Process Outsourcing: The PK Simpson Experience

Peter Simpson - PK Simpson

This is a candid off-the-cuff sharing of the experiences of a Sydney law firm in setting up a legal process outsourcing (LPO) office in Manila, Philippines.

When PK Simpson & Co started having problems with staffing, rising costs and long turnaround times, it became obvious that the firm needed to change. Faced with the problem of trying to find the right people and the rising costs, it started to look like a vicious circle. So what did PKS do? What was the solution?

BREAK OUT B

Powerful Performance Management – Unlocking the Potential of Your People

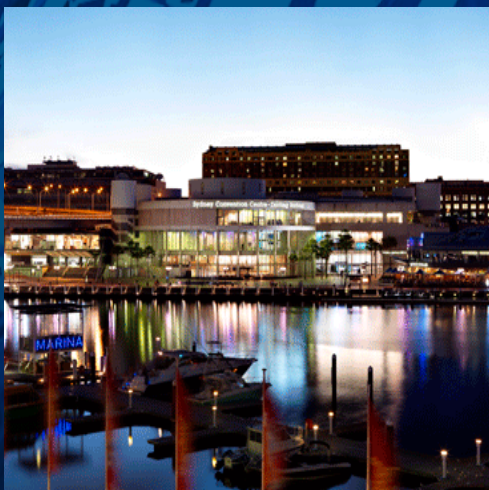
Robert Balmer - Executive Central

The degree to which a firm's managers can lead with high impact is one of the greatest determinants of its efficiency, effectiveness and ultimately, its profitability! This interactive and entertaining session will provide delegates with proven, simple and practical tools which can be implemented immediately to unlock the limitless potential of the most valuable asset of any firm - it's people! Rob Balmer will dispel many of the myths of performance management, cut through the rhetoric of emotional intelligence, and get to the heart of change management. If you are interested in improving your own leadership skills and driving these characteristics in your firm, this session must not be missed!

Summit Program

Saturday, 19 October 2013


SESSION 9	BREAK OUT A	BREAK OUT B
12:00 - 1:00	<p>Taking a Law Firm to the Cloud: Process, Pitfalls and Payoff!</p> <p>Steven Butler - <i>Red Rain</i> John Woodhams - <i>Pizzeys</i></p> <p>This session showcases what happens when a law firm takes the leap and moves their business into the cloud. John Woodhams from Brisbane and Canberra law firm Pizzeys, and Steven Butler from IT firm Red Rain, take us on a journey to the cloud, sharing the process, perils and payoffs. They also share invaluable lessons learnt along the way.</p> <p>If you want to know more about the cloud, what it could do for your business and avoid the potential pitfalls then don't miss this session!</p>	<p>Diversity – It's a MUST</p> <p>Facilitated by Madonna King Panel: Petra Stirling - <i>Gilbert + Tobin</i> Joe Catanzariti - <i>VP Fair Work Commission</i> Rachel Besley - <i>Deloitte</i></p> <p>Diversity and inclusion loom large as major issues that have to be addressed in the "new normal" of professional service firm culture and talent management.</p> <p>Proactive diversity policies and strategies yield positive results not only for the bottom line but also in terms of increased productivity, staff retention, and teams built on new synergies and better communication. Our expert panel speakers will present three different perspectives on why your firm must make diversity its Number One priority.</p>
1:00 - 1:45	LUNCH & PRIZE DRAW	
SESSION 10	<p>Step Up to Super Hero!</p> <p>Are you working really hard but can't seem to get ahead of the game? What Super Powers would you need in order to succeed? There is a Super Hero inside all of us - which one are you? This keynote presentation lets you see that you are capable of amazing achievements and will inspire you to develop stronger self belief to facilitate this growth.</p> <p>John Shackleton <i>The Performance Expert</i></p>	
1:45 - 3:00		



Sydney Exhibition & Convention Centre

venue • accommodation • events

The 2013 ALPMA Summit celebrates the next phase of this amazing event with a step up to the Sydney Convention and Exhibition Centre. This multi award-winning venue offers world-class facilities and services to all our delegates, sponsors and speakers. A central location for regional, interstate and international travellers, the Sydney Exhibition and Convention Centre is a first class, spacious venue perfect for this world class Summit. Accommodation has been secured at the Novotel Rockford, Darling Harbour where attendees can take a short walk through the stunning Circular Quay and enjoy the beauty Sydney has to offer.



**“Without a doubt, the
pre-eminent conference in
Australia for the management of
a successful law firm.”**

**Robyn Clissold, Marketing Manager
Andersons Solicitors**

What people are saying...

“The organisation and presentation of the ALPMA Summit, the quality and engagement of the exhibitors and the quality, style and relevance of the speakers was absolutely world class.”

**Brenton James, Partner
Hunt & Hunt**

“The Summit was very professionally organised and the speakers were inspiring and enjoyable. Meeting people of like minds and sharing ideas as well as having some fun. A great experience which was well worth attending.”

**Faye Willett, Practice Manager
Clarke Legal**

“Congratulations on providing a conference that as well as being affordable, enjoyable, an opportunity to share ideas also continues to introduce new topics of interest to make it worth coming back each year.”

**Carey Waterworth,
Bennett & Philp Lawyers**

“If you are not represented at ALPMA summits, you are not serious in the business of law”

**Colin Fleming
Colin Fleming & Company**

Registration

REGISTER BEFORE 19 AUGUST TO ENTER THE DRAW FOR OUR EARLY BIRD PRIZE WORTH \$500



www.alpma.com.au/summit/summit



ALPMA - P.O. BOX 939, Eltham, Vic, 3095, **DX:** 99513 Eltham, Victoria
T: (03) 8644 7050 **F:** (03) 9432 2058 **W:** www.alpma.com.au

Full registration to the ALPMA Summit includes access to all sessions Friday & Saturday, all Summit papers, breakfast, morning & afternoon tea, lunches, Welcome Drinks on Thursday evening, Gala Dinner Friday evening & full access to Trade Display. Additional dinner tickets can be purchased for partners or guests. Please note: Day registration does not include the Gala Dinner.

Full name	
Job title	
Company	
Address	
Postcode	
Phone	Mobile
Email	
Special Dietary Requirements	

PLEASE COMPLETE THIS SECTION

BREAK OUT SESSION (Please select A or B)

- | | |
|--|--|
| <input type="checkbox"/> SESSION 3A
From Toys to Tools | <input type="checkbox"/> SESSION 3B
If you don't have rainmakers |
| <input type="checkbox"/> SESSION 5A
Wired for Leadership | <input type="checkbox"/> SESSION 5B
Aligning Leadership with Business Strategy & Culture |
| <input type="checkbox"/> SESSION 7A
Practice succession - science, art or lottery? | <input type="checkbox"/> SESSION 7B
The Neuroscience of Building High Performance Teams |
| <input type="checkbox"/> SESSION 8A
Legal Process Outsourcing | <input type="checkbox"/> SESSION 8B
Powerful Performance Management |
| <input type="checkbox"/> SESSION 9A
Taking a Law Firm to the Cloud | <input type="checkbox"/> SESSION 9B
Diversity - It's a MUST |

SOCIAL EVENTS

(This information allows us to set up the rooms to cater and comfortably accommodate all attendees.)

- | | |
|---|---|
| <input type="checkbox"/> BREAKFAST (Friday)
@ Trade Display Daily | <input type="checkbox"/> WELCOME DRINKS (Thursday) |
| <input type="checkbox"/> BREAKFAST (Saturday)
@ Trade Display Daily | <input type="checkbox"/> GALA DINNER (Friday) |

CONFERENCE PAYMENT DETAILS

FULL REGISTRATION SUMMIT (Fri & Sat)

EARLY BIRD REGISTRATION (Payment Received by 19/08/13)

- | | |
|---|-----------|
| @ \$825pp (Incl. GST) Members | No. _____ |
| @ \$880pp (Incl. GST) Additional Delegates Same Firm (Non-Member) | No. _____ |
| @ \$775pp (Incl. GST) Additional 2+ Delegates Same Firm | No. _____ |
| @ \$1,299pp (Incl. GST) Eligible Non-Member* | No. _____ |

STANDARD REGISTRATION (19/08/13 onwards)

- | | |
|---|-----------|
| @ \$1,198pp (Incl. GST) Members | No. _____ |
| @ \$990pp (Incl. GST) Additional Delegate Same Firm | No. _____ |
| @ \$1,638pp (Incl. GST) Eligible Non-Member* | No. _____ |

OTHER DELEGATES (Not eligible for ALPMA Membership)

- | | |
|-----------------------|-----------|
| @ \$1,868 (Incl. GST) | No. _____ |
|-----------------------|-----------|

DAY RATE FRIDAY ONLY

- | | |
|---------------------|-----------|
| @ \$770 (Incl. GST) | No. _____ |
|---------------------|-----------|

DAY RATE SATURDAY

- | | |
|---------------------|-----------|
| @ \$770 (Incl. GST) | No. _____ |
|---------------------|-----------|

ADDITIONAL GALA EVENING TICKET

- | | |
|---------------------|-----------|
| @ \$175 (Incl. GST) | No. _____ |
|---------------------|-----------|

Accompanying Person/s: _____

ADDITIONAL WELCOME COCKTAIL TICKET

- | | |
|--------------------|-----------|
| @ \$77 (Incl. GST) | No. _____ |
|--------------------|-----------|

Accompanying Person/s: _____

SUBTOTAL: \$ _____

* Eligible Non-Member registrants who meet the membership criteria will be offered free 2013/14 membership.

ACCOMMODATION OPTIONS

NOVOTEL ROCKFORD DARLING HARBOUR - SYDNEY

Check In Time: _____ Date: _____

Check Out Time: _____ Date: _____

Accommodation Type: (Delete one) _____ TWIN / KING

No. of Rooms _____ @ \$239 per room per night (inc GST)

TOTAL: \$ _____

PAYMENT DETAILS

Payment by credit card or cheque made payable to "ALPMA" or by direct transfer to BSB 333-030 Account 700642223. Please quote your surname and ALPMA13. Registration can also be made online at www.alpma.com.au/Summit/summit.

Written cancellations received on or before 01/09/13 will incur a processing fee of \$100 per registrant. No refunds available after 01/09/13.

PAYMENT TYPE

CARD TYPE: ☐ Visa ☐ Mastercard ☐ American Express ☐ Direct Deposit

CARD NUMBER:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

CARDHOLDER NAME _____

EXPIRY DATE ____/____/____

Collection Statement: ALPMA will treat the information you provide on this form in accordance with the ALPMA privacy statement (see <http://www.alpma.com.au>). Your personal details will be collected and used to process your registration to the conference. Your personal details may be disclosed to sponsors of the event, for the purposes of allowing them to contact you about their goods or services. If you do not wish your details to be disclosed to sponsors at this event, please tick this box.

☐ I do not agree to my details being forwarded to the ALPMA Sponsors as an attendee of this conference.

Register Now



www.alpma.com.au/summit/summit



11 EARN UP TO
CPD POINTS*

For more information:

Kerrie Billings

P.O. Box 939, Eltham, Vic 3095

P: + 613 8644 7050 F: +613 9432 2058

k.billings@alpma.com.au

Jenny Watson

P.O. Box 5044, Alexandra Hills, Qld 4161

M: + 610 414 618 629 F: + 617 3824 1475

j.watson@alpma.com.au

Platinum Partner:



Official Distribution Partner:



Official Document Solutions Partner:



Gold Partners:



Technology Partner:



Media Partner:

