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Ark Group/Managing Partner Magazine Presents

# Legal Project Management

*Managing your legal work doesn't mean you become a "project manager."*

*Learn simple techniques and a practical framework to control costs, minimize project risk and contribute more to firm profitability by managing your cases/legal projects more efficiently*

**April 22, 2010**  
**AMA Executive Conference Center**  
**New York, NY**

## Why should you attend this program?

**Over the next 12 months law firms** will be looking at ways to retain or boost profitability as clients demand deeper discounts and push for alternative fee arrangements (AFAs) — as such agreements increasingly appear on client wish lists and RFPs. AFAs bring new risk as well as opportunity to a growing number of forward-looking law firms—some that will test the AFA waters in 2010—and others that will dive deeply into the pool.

Effective Legal Project Management is a boon to firms looking to control their costs and meet client schedules. It's the appropriate way to monitor and reduce project-related risks, including cost-overrun risks arising in particular from fixed and flat-fee AFAs.

**Legal Project Management**, as laid out by specialist and author Steven B. Levy, consists of a set of easily learned, *practical techniques* designed specifically for the practice of law—along with a way of thinking about projects from the detail level to your overall project portfolio. Attorneys versed in Legal Project Management can devote their time to adding project, case, and firm value rather than wrestling with their projects.

**Attendees of this master class will learn the key principles of Legal Project Management, including:**

- An evaluation of the factors that determine project success—gaining knowledge of the questions that both project managers and practice leaders should be asking
- An opportunity to return to your firm with practical techniques and strategies that you can implement immediately centered on an understanding of how Legal Project Management promotes the economics of both projects and the firm itself

This master class will demystify project management, scraping away the veneer of jargon and buzzwords to reveal the value and breadth of application beneath. This is your opportunity to discover how easy it can be to control your legal projects and deliver added value for your clients, as well as maintain or even increase profitability for your firm.

This program will be facilitated by:



**Steven B. Levy | Lexician/Seattle**

*Author, Legal Project Management: Control Costs, Meet Schedules, Manage Risks, and Maintain Sanity*

Researched by:

**Managing**PARTNER

# Legal Project Management

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## Program Agenda: Thursday, April 22, 2010 — New York, NY

**8:30AM** Registration & Refreshments

**9:00AM**

### **Establishing the Facts of Legal Project Management**

Effective Legal Project Management minimizes process overhead. It frees attorneys to spend more time adding value to the firm by providing a framework to manage projects efficiently and easily. It's a way of thinking rather than a rigid one-size-fits-all approach—and a powerful complement to AFAs and hourly work as well. This opening session will illustrate how project management can be built around law practices to leverage the skills attorneys already have. You don't need complex tools such as Microsoft Project to be effective. Attendees will come to understand the importance of "Done" and of negotiating with your clients the success measures (metrics) of legal projects—as well as learn how to spot likely "accidental" project managers.

**10:00AM**

### **Getting to "Done"**

*Where is it, and how do you know you're there?*

The fate of most projects is determined early on. In this session you'll discover how to set your projects up for success. You'll learn which attorney skills increase the success quotient at this stage – and which practices work against you. You'll also understand how to create simple and practical project charters and project checklists and identify the critical success factors that illuminate your roadmap to "Done."

**10:45AM** Networking Coffee Break

**11:15AM**

### **Legalnomics: The One-Hour Almost Math-Free AFA MBA**

*Make the economics of alternative fees work for the project and the firm*

In this session we will analyze various legal-business alternatives in light of AFAs—and learn to use Legal Project Management to move these factors in your favor. We'll look at ways to measure the direct and opportunity costs of assigning different professionals (senior partners, of-counsel attorneys, offshore resources, etc.) to facets of a project—as well as calculating and mitigating project risk and exposure. We will examine how those same calculations can be applied to the case itself. This segment will also cover concepts such as *minimax* and *maximin* approaches to risk, along with profitability and marginal value for individual cases and case bundles. Finally, we will also look at how Legal Project Management can help you determine the right fee for a case/project, including the suitability of an AFA approach – and then help you manage to project profitability.

**12:15PM** Networking Luncheon

**1:15PM**

### **Asking the Right Questions About Your Projects**

The key to effective project management is asking the right questions. This highly interactive session will dissect a project via the case study/incident method. We'll work through the kinds of questions effective stakeholders – e.g., firm leaders, senior partners – should ask their project leaders. The goal is to quickly determine the health of a project, highlighting areas of progress or concern, rather than to play "gotcha."

**2:00PM**

### **Ten Things You Can Do Tomorrow — Part I**

*Practical techniques and tips to manage your legal projects with the people and tools you already have*

There may be no "quick fixes," but you can make a big difference with some small steps. In this session attendees will learn how to put numerous aspects of Legal Project Management into place quickly, with little process overhead-but significant value to you. This two-part session covers ten practical, simple techniques and suggestions that will matter on *your* matters. These techniques help keep attorneys, clients and the project team happy and productive. They're based on work attorneys are already performing in some fashion—and will now be able to perform more effectively and efficiently. Among the topics covered are structured project communication, obtaining buy-in, responding to unplanned events, simple project stages, and how the questions of the preceding session can help drive the results you seek. This session offers techniques of value for and implementable by "accidental project managers," attorneys managing projects without project management training—even if they don't realize it.

**2:45PM** Networking Coffee Break

**3:15PM**

### **Ten Things You Can Do Tomorrow — Part II**

*More techniques and tips for managing legal projects with the people and tools you already have*

**4:00PM**

### **Q & A/End of Program**

This concluding segment is intended to summarize, synthesize, debate, question and answer any of your "real world" Legal Project Management issues.

#### **ABOUT YOUR PROGRAM FACILITATOR:**

**Steven Levy** is a business leader, project manager and technologist who helps the legal world deliver increased value to clients. He is the author of the groundbreaking book *Legal Project Management: Control Costs, Meet Schedules, Manage Risks, and Maintain Sanity*. He headed the legal technology department at Microsoft for many years, driving innovation and efficiency into one of the world's largest corporate law departments. He also led two industry task forces, served on the LEDES committee, and founded a corporate-law roundtable for sharing operations and technology information. Also in his 17 years at Microsoft, he was a Principal Consultant in Microsoft Consulting Services, managed development of Microsoft's largest IT systems, and led multiple Microsoft product groups. Prior to joining Microsoft, he spent 15 years developing commercial software solutions, consulting, and managing projects in a variety of fields. He currently heads Lexician, where he helps law firms and law departments get value, savings, and rapid return on investment from their projects and technology. He is a highly requested speaker and seminar leader, and he writes regularly on legal topics.

# Legal Project Management

	Attendee 1	Attendee 2	Attendee 3
Name			
Job Title			
Organization			
Address			
Zip Code			
Phone			
Fax			
Email			

## Signature

I have read the terms and conditions below

- Program Registration Fee — \$895
- I am registering for this program before **March 19th** and would like to claim my 15% early bird discount—

Please note: payment must be received in full prior to the event to guarantee your place


 
 

### Card number

### Expiration Date

### Security Code

- Payment in the mail (checks made payable to Ark Group USA)
- Multiple bookings: please invoice separately**

#### Registration conditions

1. Registrations can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and registering early is therefore recommended, in the event of the registration not being accepted by Ark Group the total amount will be refunded.
2. Payment must be received in full prior to the course.
3. All speakers are correct at the time of printing, but are subject to variation without notice.
4. If the delegate cancels after the registration has been accepted, the delegate will be liable to the following cancellation charges:
  - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
  - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
  - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
5. All registrations submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
6. All cancellations must be received in writing.
7. Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the program.
8. Please make checks payable to Ark Group USA.

Ark Group USA will not use your email address or information for any purpose other than distributing our conference and event notices.

## Venue and Accommodations

This program will take place at the **AMA Executive Conference Center, NY** - located at 1601 Broadway, New York, NY 10019. For information regarding nearby hotels (most within walking distance to the venue) please contact Peter Franken at [Pfranken@ark-group.com](mailto:Pfranken@ark-group.com) or by phone at 773.281.4275. We hope to see you there!

## Who Will Attend This Program

*Ark Group / Managing Partner Magazine's **Legal Project Management*** is a highly interactive master class developed for law firms looking to gain better control of their costs in an effort to meet client schedules, monitor and reduce project-related risk—including cost-overrun arising in particular from fixed and flat-fee Alternative Fee Arrangements, as well as deliver added value for your clients while maintaining or even increasing profitability for your firm.

## EARN CLE CREDIT

For more information regarding available **CLE credit** for attending this program, please contact Peter Franken at 773.281.4275 or by email at [pfranken@ark-group.com](mailto:pfranken@ark-group.com)

# Legal Project Management

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**This Program Will Be Held At:****AMA Executive Conference Center**

1601 Broadway  
New York, NY 10019  
212.586.8100

<http://www.amaconferencecenters.org/new-york.htm>

April 22, 2010 — New York, NY



The executive conference center is conveniently located at 48th & Broadway (inside the Crowne Plaza Hotel) in the heart of New York City's bustling Times Square.

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**The following hotels are located within walking distance to the venue:****Belvedere Hotel**

319 W. 48th Street  
New York, NY 10036  
212.245.7000 > Reservations

<http://www.belvederehotelnyc.com/>

**Crowne Plaza Manhattan**

1605 Broadway  
New York, NY 10019  
212.977.4000 > Reservations

<http://www.cpmahattantimesquare.com/>

**Sheraton Manhattan**

790 7th Avenue  
New York, NY 10019  
212.581.3300 > Reservations

<http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=425>

**Marriott Renaissance New York Times Square**

714 7th Avenue @ W. 48th Street  
New York, NY 10036  
212.765.7676 > Reservations

<http://www.marriott.co.uk/hotels/travel/nycrt-renaissance-new-york-hotel-times-square/>

If you would like information on current New York City events, shows, tours, etc., call the New York Convention and Visitors Bureau at 800-NYC-VISIT or 212-397-8222. Or visit <http://www.nycgo.com/> for more information. Tell them when you will be in New York and they will send you information. If you or your family would like a customized tour of New York, we recommend the Big Apple Greeter Program. For a free tour, call 212-669-8159.

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## Directions and Maps

*AMA New York Executive Conference Center  
1601 Broadway  
New York, NY 10019*

The following can be used as a guide for your visit to the Executive Conference Center, New York. If you should have any further questions, please do not hesitate to call Ark Group at 773-281-4275.

### Directions

American Management Association (located in the same building as the **Crowne Plaza Hotel**) is at 1601 Broadway at 48th Street near Times Square. Entrance is on 48th Street.

#### **From PENN PLAZA to 1601 BROADWAY (Fastest Route):**

1. Going west on W. 33rd St. toward 8th Ave. 0.11 miles
2. Turn RIGHT onto 8th Ave. 0.85 miles
3. Turn RIGHT onto W. 50th St. 0.12 miles
4. Turn RIGHT onto BROADWAY. 0.06 mile

**For additional driving directions and maps click here <http://www.mapquest.com/>**

### Transportation

Airport Transportation:

Transportation to/from the airport is available for a fee via Super Shuttle. Upon arrival at the airport, proceed to the Ground Transportation desk located near baggage claim, the Super Shuttle agents there will assist you. For your return trip to the airport, contact Super Shuttle at least 24 hours in advance at 1-800-BLUE-VAN x3. New York taxi cabs are also available and rates can vary depending on the airport.

**These three airports serve New York City:**

**John F. Kennedy International Airport**, approximately 15 miles (estimate one hour travel time) from mid-Manhattan.

**LaGuardia Airport**, approximately 8 miles (estimate 30 minutes of travel time) from mid-Manhattan.

**Newark International Airport**, borders on the cities of Newark and Elizabeth, NJ, approximately 16 miles (estimate 45 minutes of travel time) from mid-Manhattan.

#### **Parking:**

There are parking garages available on 48th and 49th streets, as well as at the Crowne Plaza Hotel.

#### **Bus:**

From Uptown: **M 7, M 10, M 104**, exit at 50th St. and Broadway.

From Downtown: **M 10, M 104**, exit at 49th St. and 8th Ave.

**M 5, M 6, M 7** exit at 49th St. and 6th Ave.

# SUBWAY



To 47th-50th St.-Rockefeller Center



To 50th St. & 8th Avenue



To 50th Street



To 49th Street



To 51st Street

