TWO-DAY CONFERENCE

20 MAY: KM strategy and organisational culture
21 MAY: KM challenges 2015: People, process, and technology

KEY TOPICS WILL INCLUDE:

- Establishing and embedding the strategic vision
- Organisational culture
- KM in practice
- Exploiting technology
- Process and projects
- Delighting clients

We have worked with the organisers to design a conference that will provide delegates with valuable reflection and action points to enhance what you can achieve in 2015. Whatever your KM role and focus, we hope you will join us at this important annual knowledge sharing and networking event.

Alicia Hardy (White & Case LLP) / Ruth Ward (Allen & Overy LLP)
Co-chairs of the conference

Expert contributions including:

Sponsored by:

Allen & Overy  Linklaters  White & Case  LexisNexis

Three ways to register:

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Day One

08:30 Registration and refreshments

09:15 Opening remarks from the Chair
Alicia Hardy, Director of Professional Support, White & Case LLP

Establishing and Embedding the Strategic Vision

09:30 Implementing a vision through strategic planning
• Turning clients’ needs into an organisational strategy
• Reflecting this strategy in business plan objectives for the long/short term
• Including knowledge in business planning
• Monitoring and evaluating overall implementation and individual performance
• Case study: best practice in our knowledge plans
John Cussons, Director of Strategic Development, Norton Rose Fulbright
Tara Pichardo-Angadi, Head of Knowledge (EMEA), Norton Rose Fulbright

10:10 A KM journey: Taking KM from a single ad hoc role to an embedded firm-wide function
• Raising the profile of KM and answering “what does KM do”
• Building the KM team
• Embedding KM into the daily life of the lawyer
• KM’s role as a business support function
Claire Andrews, Director of Knowledge Management, Cleary Gottlieb Steen & Hamilton LLP

10:50 Morning coffee break

Organisational Culture

11:20 Shell’s legal knowledge management strategy
• Introduction to Shell’s legal global KM strategy
• The who, the what, the why, the how, of KM in Shell
• Delivering on our behavioural imperatives
Lara Nicholls, Global Know How Counsel, Shell International Limited

Discussion Panel

12:10 Increasing the value of legal knowledge: Client’s perspective
• How private practices have supported law firms to reach client KM strategies
• How lawyers and clients can work better together
• KM: and its real role to play in enabling legal value in business
Simone Pearlman, Head of Legal Knowledge, UK, EMEA & Asia, Herbert Smith Freehills LLP (Panel Chair)
Megan Jenkins, Head of Central KM, DLA Piper
Helen Barker, Counsel for Knowledge Management, Diageo

13:00 Networking lunch

Workshops

14:00 Workshop A
Maximising Success Through Collaboration
Essential components of collaboration to achieve the vision
• Promoting and rewarding collaboration within and beyond the firewall
• Articulating clear goals that are aligned with your business vision and (for firms) clients’ commercial needs

15:00 Getting the best from virtual team collaboration
• Why virtual teams are challenging to manage
• Why virtual teams magnify cultural diversity
• The characteristics of a good virtual team leader
• The importance of training for virtual teams
• Ten success factors for virtual team working
Martin White, Managing Director, Intranet Focus
Paul Corney, Consultant, Knowledge et al

15:40 Afternoon coffee break

KM in Practice

16:10 Six unusual things about legal KM
• A comparison of legal KM with KM in other industries
• The unique focus of legal KM
• The skills of a law firm KM team
• What legal KM could learn from other approaches
Nick Milton, Knowledge Management Consultant, Knoco

16:40 From information management to knowledge management
• What the future of legal services will look like and the role of KM
• Collaboration between law firms and clients
• Giving clients what they want, with smaller budgets
• How the client’s voice will make a difference to senior management
Paul Lippe, CEO, Legal OnRamp

17:10 Chairman’s close

17:20 Close of day one
DAY TWO

08:30 Refreshments

09.00 Welcome back from the Chair
Ruth Ward, Head of Central KM, Allen & Overy Global

EXPLOITING TECHNOLOGY

09.10 The future and opportunities of KM technologies
• Technology transformation through the IT department
• The use of technology to improve clients’ relationships
• Getting ahead of the opportunities
• Technology trends and how they are playing out in legal
• Big data and IT opportunities
Orlando Conetta, Legal Solutions Architect, Pinsent Masons

09:45 Selecting and implementing technologies, for your KM strategy
• Understanding requirements: Discerning the ‘needs’ from the ‘wants’
• The constraints of budget and resource: Can you compromise on time, cost, or functionality?
• Click not code, the new world of cloud computing, data, and security risk.
• Maintenance and long life: Will your purchase last, or will it be obsolete before it is rolled out?
• How do you ensure a return on your investment?
Mark Collins, Director of Knowledge Management, Penningtons Manches LLP

10.10 Morning coffee break

10.45 Maximising success by ensuring end users and firms realise the benefits of KM investments
The importance of optimising success of new KM systems by encouraging adoption by end users, ensuring that KM investment is seen as beneficial in real terms for the firm, with examples and lessons learned from product launches
• Discovery techniques to identify potential benefits to firms and users to drive adoption
• Managing change and encouraging the adoption of new systems by end users
• Measuring and demonstrating success, for the firm and for users
Karen Waldron, Director of Product Development, LexisNexis

11:15 Trends in the provision of legal services and in KM
• Becoming the knowledge manager of the future
• Key trends you need to be paying attention to
• Knowledge and skills that you’ll need to sustain performance and develop your career in a changing world
Dr Christine van Winkelen, Academic Fellow, Henley Business School

PEOPLE CHALLENGES

11.45 Repositioning KM: Technologies, people and change
Judy Mackenzie Stuart, Chief Knowledge Officer, Shearman & Sterling LLP

DISCUSSION PANEL

12.00 Overcoming the challenges of managing people for a successful project
• Tools and techniques to influence, persuade, and negotiate in a variety of project environments

12.30 Networking lunch

13:30 Changing the way people think
• Preparing for change so internal objectives are met and internal teams understand their roles and responsibilities to fulfil client satisfaction
• Managing change, analysing client portfolios and providing reports
• Reinforcing your clients’ value proposition by simply communicating
Simon Moran, Owner, Change & Co

PROCESS AND PROJECT

14:10 How law firms are responding to challenges efficiently
Pauline Doohan, Consultant, DC Limited

DISCUSSION PANEL

14:25 Making a difference with legal process and project management
• How to scope and start this type of initiative
• How to ensure sustained change
• Tips and tricks from the coalface
Pauline Doohan, Consultant, DC Limited (Panel Chair)
Richard King, Corporate Service Director, Herbert Smith Freehills
Ranjit Nahal, Legal Project Manager, Allen & Overy

14:50 Afternoon coffee break

DELIGHTING CLIENTS

15:10 KM as a tool for understanding client needs
• Asking clients what they want and where they see value
• Developing client-centric legal services to improve service delivery
• KM in the wider support context
• Knowledge sharing with clients
Stuart Hopper, Director of Knowledge, Global M&A Practice, Baker McKenzie

15:45 CASE STUDY
Engaging clients with know-how: Bird & Bird’s Contract Foundation Project
• The vision for the project and the market place context
• Building the foundations: people, content, internal communication and strategic alignment
• Tracking ‘return on investment’
• Where to from here: Further innovation
• Professional challenges of sustaining the project and takeaway messages
Andrew White, Partner, Bird & Bird

16:20 Chair’s closing remarks

16:30 Close of conference
I have read, understand and agree to the booking conditions

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