For Ark Group’s 13th annual Knowledge Management in the Legal Profession conference, we have decided to shake things up a bit... And the result is that this year’s conference will feature more use cases delivered by a mix of professionals who all have one thing in common: They have succeeded at Knowledge Management.

This year’s conference will focus on practical KM... no more navel-gazing, academic topics; we want you to walk away with more actionable ideas than ever before!

We also wanted to hear from new voices this year. KM is a diverse discipline, and our speakers reflect that diversity. In fact, for the first time ever, we sent out a wide request for ideas, allowing the conference be shaped by your real-life experiences and successes. Many ideas and concepts were proposed and we feel that we are delivering the best of the best, from within the legal KM community.

If you are interested in AI (and, let’s be honest - if you aren’t, someone at your firm is), you’ll want to learn about the nuts-and-bolts work that’s a necessary prerequisite to succeeding in this area. Matter profiling and data hygiene are hard work, but it’s work you can start now. There is “ditch-digging” behind AI; you can start at the beginning while also learning how firms are solving problems today using these technologies.

Whether you have an existing KM program or you want to build one, you’ll hear concrete examples from successful KM operations: how to focus KM on problem solving, how to embed KM in practice groups, and how to use firm culture to your advantage.

Attendees will also hear about successes in pivotal KM technologies such as intranets, enterprise search, document assembly and more. We’ll look at data analysis that answers the important question: What’s market at my firm?

And integrated into all KM business objectives must be the client service perspective; we will get a first-hand account from a corporate legal KM department about their KM needs and the program they’ve developed.

We penned this introduction because we want to convey the energy that is so unique to this year’s combination of speakers and topics. And we both look forward to seeing you and once again co-chairing this year’s conference...

-Patrick DiDomenico
-Joshua Fireman

SPONSORS:

Register to attend before August 31 to receive your 15% Early-Bird Discount!
8:30AM  Sign-In & Networking Breakfast

9:00AM  Opening Remarks: Conference Co-Chairs
Patrick V. DiDomenico, Chief Knowledge Officer, Ogletree, Deakins, Nash, Smoak & Stewart, P.C. & Joshua Fireman, Founder/President, Fireman & Company

9:10AM  KEYNOTE
Practical Magic: Using Advanced Technologies to Achieve Results
It is increasingly difficult to determine what can be achieved by using the power of technology to enable productivity—as the hyperbole around robots, artificial intelligence, and automation often results in a bewildering mass of information. This keynote segment will provide an analytical framework for the application of technology that will equip attendees to make quality decisions for their organization and practice. How do you acquire good data? What is the objective to share experience and lessons learned from Seyfarth’s journey into automation—which includes robotic process automation techniques, cognitive computing applications, client collaboration technology, and financial management tools using a variety of underlying applications.

J. Stephen Poor, Partner & Chair Emeritus, Seyfarth Shaw LLP

9:45AM  PANEL DISCUSSION
From BI to AI: The Knock-On Effect of Automation on Law Firm KM
Advanced Business Intelligence may soon become synonymous with law firm capability—a very real differentiator in the legal marketplace. The technology is here, however the most pressing technology issues facing our profession seem to revolve around the perception of what the technology can do—versus the reality. Does AI represent evolution or revolution? How does data capture and analysis provide a jumping-off point for legal AI? In this discussion attendees will learn how and why, BI, data analysis, and content management are the foundations of legal AI. KM is obviously going to (continue to) change—but how is AI and digital innovation likely to transform legal services, and more specifically re-shape the KM function? This discussion will offer attendees a practical perspective on the impact that AI and automation will have on law firms, rather than getting mired in philosophical or theoretical debates.

Joanna Goodman, Writer/Author, IT Columnist, Scott D. Bailey, Global Director of Research Services, Squire Patton Boggs (US) LLP, Others TBA

10:30AM  Morning Networking & Coffee Break

11:00AM  PANEL DISCUSSION
Matter Experience Management: Getting the Data Right Makes all the Difference
How do we ensure good data when what we need is managed by many different groups with differing needs? Matter experience has many uses and many stakeholders who need to collaborate to get it right. Finding ways to bridge the gap across information provider groups, striving to ensure good data for cross-purposes, and gaining support for the various uses of an experience system are key to success. Bad data leads to bad results and doubt in the system—while good data builds momentum in the program, and it should be every firm's job to consider the best ways to leverage matter data to help make “business of law” decisions. To win and deliverer matters law firms need to collect effective matter profiles for pricing, scoping, staffing and expertise. The challenge is how to collect the data. In this discussion we will hear from several law firms and consider the best approaches to gathering matter profile data. Is it down to engineering a process—or considering the use of artificial intelligence?

Cindy Thurston Bare, Director, Knowledge Management, Orrick, Herrington & Sutcliffe LLP, David F. Majors, Senior Manager, Strategic Planning & Analy sis, Sidley Austin LLP, Lynn K. Oser, Founder, LKO Information Management Consulting, LLC

11:45AM  Networking Luncheon

12:45PM  PANEL DISCUSSION
Blood Sweat and Tears vs. AI Magic and Matter Profiles
The client/matter file is at the core of a lawyer's practice—and it should be every knowledge manager's job to consider the best ways to leverage matter data to help make “business of law” decisions. To win and deliverer matters law firms need to collect effective matter profiles for pricing, scoping, staffing and expertise. The challenge is how to collect the data. In this discussion we will hear from several law firms and consider the best approaches to gathering matter profile data. Is it down to engineering a process—or considering the use of artificial intelligence?

Cyndi Murphy, Knowledge Manager, Stewart McKelvey, Keith Lipman, CEO, Prosperoware, Others TBA...

1:30PM  USE CASES & DISCUSSION
SharePoint and Knowledge Management: Different Paths to Success
Some love it, some hate it but one thing is for certain, SharePoint can’t be ignored. Over the years there have been countless intranets, document management systems and applications leveraging SharePoint in Legal. Why have some succeeded where others fail? This session will explore three high profile, successful and award winning use cases. Each use case is different as you will see a case management system, intranet and practice management system! Find out the business challenges these firms faced, how they came up with the design and how their solution benefits the users and firm. Best of all, you will see a live demo of each!

Meredith Williams, Chief Knowledge Officer, Baker Donelson, Oz Benamram, Chief Knowledge Officer, White & Case, Beau Merserau, Director, Applications, Development & Support, Fish & Richardson, Glenn LaForce, Chief Strategy Officer, Handshake Software

2:15PM  Afternoon Networking & Coffee Break

2:45PM  PANEL DISCUSSION
Navigating the Complexities of Practice Group KM
Knowledge Management has come a long way from the days when one process or one tool was considered the mandatory solution for a whole firm. Prescription and stagnation do not fit well in today's ever-changing, tech-driven legal environment. If you work with lawyers in a multi-practice firm, you will know that different practice groups have different needs, and that, as legal technology evolves, these needs can now be met with some precision. It is KM’s role to respond to and address the nuanced differences between groups—but how do you go about identifying what content needs and what tools one group might have versus another? How do you choose which solutions work for all of your practitioners? How do you adopt a variety of tools without introducing a free-for-all chaos to your firm? This panel, with help from the audience, will examine these questions and discuss what types of content and tools are useful for transactional lawyers, as opposed to litigators, as opposed to regulatory/advisory lawyers.

Nicola Shaver, Director of Knowledge Management, Stikeman Elliott LLP, Andrea Alliston, Partner, Knowledge Management, Stikeman Elliott LLP, Simon Wormwell, Director of Knowledge & Research Services, Blake, Cassels & Graydon LLP

3:30PM  RAPID-FIRE USE-CASE ILLUSTRATIONS
What Makes a Law Firm Intranet Successful?
Everyone has an intranet and some are widely adopted and key parts of an attorney's daily life—while others fall flat and are forgotten. In this fast-paced session, attendees will hear from multiple firms on key reasons why their intranets are vital parts of their attorney’s workflows. This 30-minute session will feature a modified “PechaKucha-style” where attendees will hear from 5 different firms sharing details and screen shots of their successes.

Jennifer Mendez, Senior Manager, KM Firm Solutions, Ogletree Deakins, Paul VanderMeer, Chief Knowledge Officer, Bilzin Sumberg, Others TBA...

4:00PM  Closing Remarks: Conference Co-Chairs
Patrick V. DiDomenico, Chief Knowledge Officer, Ogletree, Deakins, Nash, Smoak & Stewart, P.C. & Joshua Fireman, Founder/President, Fireman & Company

4:30PM  Closing Remarks: Conference Co-Chairs
Patrick V. DiDomenico, Chief Knowledge Officer, Ogletree, Deakins, Nash, Smoak & Stewart, P.C. & Joshua Fireman, Founder/President, Fireman & Company

4:45PM  Networking Reception (immediately following closing remarks)
What makes for a successful KM Program in the Corporate Law Department

What Does a Successful KM Program Entail?

The View from the Corporate Legal Department:

11:30AM Claire Murphy, Head of Knowledge Management, Liberty Mutual Insurance

What is the role of KM in the Big Picture—The Business Context

KM law firms operate in a low or no-growth market. To prosper in these challenging conditions, firms must sell harder and keep existing clients happy.

To do so, they must reduce costs, improve service, and better understand clients and prospects.

KM is just one of the ingredients to make this happen. Learn how KM fits with marketing, delegating work, rigorous work management, legal technology, and other approaches to sustain law firm profitability.

Ron Friedmann, Partner, Fireman & Company

The Evolving Role of the Human in “Knowledge Management”

Re-defining KM for our teams and our firms so the technology doesn’t define it for us...

As the myriad of technologies that automate/auto-generate/auto-suggest/auto-categorize/auto-populate and auto-everything else have become increasingly accurate and somewhat ubiquitous, one might ask, “what is the role humans are to play in knowledge management?”

Machine learning performs functions that previously required librarians, taxonomists, KM professionals, archivists or other knowledge workers – why do we need a knowledge management team at all? The answer is that we are the translators, change agents and curators, whose roles are still about collecting and connecting. And to do that, we need to know what’s out there, what’s working and what doesn’t — and what will fit our particular culture and how to translate it to our existing processes...and finally, how to be the change agent to get it adopted. The KM professional has to be bold, unafraid and willing to keep evolving and redefining the function for our teams and for our firms so that the technology doesn’t define it for us by default.

Kim Glover, Manager of Knowledge Management, Center for Innovative Collaboration and Knowledge Management (CICKM)

10:30AM TechnipFMC

How KM Strategy and Innovative Use of Technology has Changed Work-Practices at Arthur Cox (Ireland)

In this case study, attendees will learn how Ireland’s leading law firm, Arthur Cox, has experienced real and significant change in its work practices having embraced a new KM strategy - which was shaped around three main areas of focus: Risk, Retention of Staff, and Revenue. This case study (1) describes the practical approach taken to determining and achieving the KM goals, (2) gives a flavor of some of the KM projects that underpin those goals, and (3) shares how innovative uses of technology were key enablers for certain KM processes, such as implementing and managing a succession and risk planning process for the firm.

Claire Murphy, Head of Knowledge Management, Arthur Cox (Ireland)

11:30AM The View from the Corporate Legal Department: What Does a Successful KM Program Entail?

What makes for a successful KM Program in the Corporate Law Department setting?

- Dual roles of Program and Technology – combining the what with the how
- Practical answers to KM problems that a legal department faces (slightly different KPIs and financial concerns than a law firm)
- Overcoming hurdles in technology and culture
- Driving adoption one workflow at a time
- Practice groups/business areas: Breaking down silos within the organization of niche expertise
- Making the business case: Contributing to achievement of corporate goals

Vivian Liu-Somers, Director of Knowledge Management Technology, Liberty Mutual Insurance

Registration & Networking Breakfast

9:00AM KEYNOTE KM in the Big Picture—The Business Context

Law firms operate in a low or no-growth market. To prosper in these challenging conditions, firms must sell harder and keep existing clients happy.

To do so, they must reduce costs, improve service, and better understand clients and prospects. KM is just one of the ingredients to make this happen. Learn how KM fits with marketing, delegating work, rigorous work management, legal technology, and other approaches to sustain law firm profitability.

Ron Friedmann, Partner, Fireman & Company

Networking Luncheon

12:00PM Making the business case: Contributing to achievement of corporate goals

1:00PM CASE STUDY Using Knowledge Management Strategy to Augment Business Development Research

Business development support has become a central function of our jobs. Many of the KM strategies that are traditionally used to leverage work product and experience in legal services can be re-purposed as tools to more quickly arrive at effective recall in business development contexts. This case study will address how to purpose KM tools to aid in supporting RFP requests and pitch presentations, as well as illustrate an approach to taxonomy design based on core concepts implemented in the firm’s case intake forms.

Jeffrey Cohan, Director of Libraries and Knowledge Management Services, Fitzpatrick, Cella, Harper, & Scinto

1:30PM USE CASES/PANEL DISCUSSION Faster, Better, Cheaper, Smarter and Happier? Document Assembly in the Real World

For decades, document assembly technologies have promised to speed up, improve the quality of and reduce the cost of drafting legal documents, while supporting the professional development of junior attorneys and improving attorney morale and firm profitability. Some law firms have implemented these systems with great success, but many have struggled. In this session, experts will discuss how to avoid obstacles that commonly interfere with these projects and deploy document assembly platforms that deliver on the full promise of these amazing products. The session will include a use case on leveraging a document assembly solution with an automated workflow to create an integrated system that improves efficiencies in delivery of legal services.

John Kruse, Director of Knowledge Management, Cadwalader, Wickersham & Taft LLP, Silvia LeBlanc, Director of Knowledge Management, Morgan, Lewis & Bockius LLP, Patrick Dundas, KM Associate, Schulte Roth & Zabel LLP

Afternoon Networking & Coffee Break

2:45PM CASE STUDY The View from the Corporate Legal Department: What Does a Successful KM Program Entail?

What makes for a successful KM Program in the Corporate Law Department setting?

- Dual roles of Program and Technology – combining the what with the how
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- Practice groups/business areas: Breaking down silos within the organization of niche expertise
- Making the business case: Contributing to achievement of corporate goals

Vivian Liu-Somers, Director of Knowledge Management Technology, Liberty Mutual Insurance

3:15PM CASE STUDY Bridging Cultural Disconnects Within the Firm

Many law firm deal databases commonly focus on types of transactions, their value, identifying parties to a deal, and the industries involved. In this case study, attendees will learn about a tool that Greenberg Traurig has developed that calls attention to detail by capturing data related to conditions to closing, indemnification, appraisal rights, arbitration and damages. Greenberg Traurig’s “Deal Points Evaluator” tracks deal terms included in private M&A transactions handled by the firm and is designed to help the firm’s deal lawyers draft and negotiate deal issues by enabling them to review the firm’s prior work to understand its space and expertise to plan, manage and communicate with their clients. By viewing deals through its multiple facets, and considering the dynamic nature of this information, this tool allows reporting to be done from various data points. As a result, attorneys can plan for future deals by monitoring trends in the terms used and advise their clients accordingly.

Thomas B. Romer, Shareholder, Greenberg Traurig, LLP, Marlene Gebauer, Director of Knowledge Solutions, Greenberg Traurig, LLP

4:00PM Closing Remarks/Discussion

Patrick V. DiDomenico, Chief Knowledge Officer, Ogletree, Deakins, Nash, Smoak & Stewart, P.C. & Joshua Fireman, Founder/President, Fireman & Company

End of Conference
REGISTRATION FORM
Knowledge Management in the Legal Profession 2017 (NY)

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I have read the terms and conditions below

- Full Two-Day Conference (OCT 18-19) $1,895
- Admission for Vendors/Solution Providers $2,495
- **EARLY-BIRD DISCOUNT**: I am registering before August 31st and would like to claim my 15% early bird discount! ($1,610.75)

For team discounts, please call Peter Franken at 312 212 1301

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

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

Venue and Accommodations
Ark Group’s 2017 KM Legal conference will be held at New York Law School, located in the heart of TriBeCa in Lower Manhattan, within walking distance to both Wall Street and City Hall. For more details, including nearby hotels and CLE credit, please contact Peter Franken at pfranken@ark-group.com or by phone at 312-212-1301.

Who Will Attend This Conference
Ark Group’s KM LEGAL conference is a highly interactive forum researched with and developed exclusively for directors of knowledge management, business intelligence, law firm operations, CIOs, CFOs, heads of library and information services, client, professional and practice support thought leaders—as well as those involved in coordinating or leveraging resources within these functions—including attorneys, practice group leaders and managing partners.

Exhibition & Sponsorship Opportunities
If you are interested in sponsorship opportunities for this (or any) Ark Group event, please contact Kevin Klein for more details at 312-212-1302, or via email at kklein@ark-group.com

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 that the registration is not able to be accepted by Ark Group the total amount will be refunded.
2. Payment must be received in full prior to the event.
3. All speakers are correct at the time of printing, but are subject to variation without notice.
4. Cancellations received 45 days or more prior to the event will receive a full refund.
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 (email).
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 does have a financial aid policy to provide CLE programs for certain qualifying attorneys who are unable to attend due to cost considerations. For further information please contact Peter Franken at pfranken@ark-group.com or 312-212-1301.
Ark Group’s 13th Annual
Knowledge Management in the Legal Profession

THIS CONFERENCE WILL BE HELD AT:  October 18-19, 2017 — New York, NY

New York Law School  
185 W Broadway  
(corner of West Broadway and Leonard Street)  
New York, NY 10013  
http://www.nyls.edu/

New York Law School is located in the heart of TriBeCa in Lower Manhattan, and within walking distance of both Wall Street and City Hall. The conference will take place in the NYLS Auditorium and Grand Gallery, offering the latest in meeting resources in a contemporary setting. Top-notch lighting and acoustics, current “smart podium” technology, and the newest tools for media-based programming enable seamless interaction between speakers and audience members.

Hotels in the vicinity of New York Law School and Tribeca area:

Tribeca Grand Hotel  
2 Avenue of the Americas  
New York, NY 10013  
212 519 6600  
Reservations

Sheraton Tribeca  
370 Canal Street  
New York, NY 10013  
212 966 3400  
Reservations

Hilton Garden Inn Tribeca  
39 Avenue of the Americas  
New York, NY 10013  
212 966 4091  
Reservations

Soho Grand Hotel  
310 W Broadway  
New York, NY 10013  
212 965-3000  
http://www.sohogrand.com/

Cosmopolitan Hotel Tribeca  
95 W Broadway  
New York, NY 10007  
212 566-1900  
http://www.cosmohotel.com/

The James New York  
27 Grand St  
New York, NY 10013  
(212) 465-2000  
http://www.jameshotels.com/new-york

For additional hotel suggestions in the area, please don’t hesitate to contact us at 312-212-1301
Directions, Maps & Other Details...

New York Law School is located in the heart of TriBeCa in Lower Manhattan, within walking distance of both Wall Street and City Hall.

New York Law School
185 West Broadway (corner of West Broadway and Leonard Street)
New York, NY 10013-2921

Directions to New York Law School:

**BY SUBWAY**

**7th Avenue line**
1 (local) to Franklin Street. Exit at Varick Street and West Broadway. Walk one block south on West Broadway. The School is located on West Broadway between Worth and Leonard Streets.

2, 3 (express) to Chambers Street. Exit at West Broadway and walk four blocks north on West Broadway.

**Lexington Avenue line**
4, 5 (express) and 6 (local) to Brooklyn Bridge/City Hall. Exit at Foley Square. Walk north two blocks to Worth Street and west four blocks to West Broadway.

**8th Avenue line**
A (express) and C (local) to Chambers Street. Exit at Church Street. Walk four blocks north on Church Street to Worth Street. Walk one block west to West Broadway.

E (local) to Canal Street; change for the A or C to Chambers Street.

**Avenue of Americas (6th Ave.) line**
B, D, Q (express) and F (local) to West 4th Street/Washington Square. Change at West 4th Street for the A or C to Chambers Street.

**Broadway line**
W, R (local) to City Hall. Exit on Broadway and walk north on Broadway to Worth Street. Walk west on Worth Street two blocks to West Broadway.

**Nassau Street Line**
J, Z (express) and M (local) to Chambers Street. Exit at Foley Square. Walk north two blocks to Worth Street and west four blocks to West Broadway.

**BY PATH**
The PATH Station at the World Trade Center site is open. Exit at Church Street and walk north approximately 10 blocks to New York Law School to Leonard Street. Make a left on Leonard and walk one block west to West Broadway.

**BY BUS**
M1, M6 south to Broadway and Worth Street. Walk one block north to Leonard, then two blocks west to West Broadway.
M20 south to West Broadway and Worth Street.

**BY CAR**

**From the Harlem River Drive/FDR Drive**
Take Exit 2 (Brooklyn Bridge/Civic Center). Bear right toward Civic Center and proceed down ramp. Make a right at the light onto St. James Place. Go straight; at the third light (street ends), make a left onto Worth Street. Continue for approximately six blocks to West Broadway.

**From the Henry Hudson Parkway**
West Side Highway
Take the Chambers Street exit. Follow Chambers Street three blocks and make a left onto Church Street. Follow Church Street five blocks to Leonard Street. Make a left onto Leonard Street. Go one block west to the corner of Leonard and West Broadway.

**From the Brooklyn Battery Tunnel**
At the exit of the tunnel, bear right onto Trinity Place. (Trinity Place becomes Church Street after the World Trade Center site.) Move to the far left lane. Continue on Church Street to Leonard Street. (Leonard Street is five blocks past Chambers Street.) Make a left onto Leonard Street and go one block west to the corner of Leonard and West Broadway.

**From the Holland Tunnel**
Stay in the middle lane and take the “Downtown” exit. Make a right onto Varick Street. (Varick Street becomes West Broadway.) Continue on West Broadway two blocks to Leonard Street.

**From the Lincoln Tunnel**
Take the West Side Highway south.
(Refer to directions from West Side Highway above.)