

Ark Group Presents

# The New Spectrum of Legal Services

Examining the “perfect storm” of economics, demand and technological innovation and its disruption in the delivery of legal services

**“The world hates change, yet it is the only thing that has brought progress.” American inventor, Charles Kettering’s words still ring true.**

In the last decade, law firms have finally experienced the sort of economic pressures that have plagued other industries for years. Those pressures plus the combination of client demand and technological advancement have ushered in a legal services “revolution” of sorts.

Gone are the days of only utilizing billable hours and traditional client-lawyer relationships. Instead, the legal service landscape has broadened to include contract attorney services, managed services, and outsourcing models as well as disruptive technologies engineered to maximize efficiency.

Today, firms are partnering up with technology companies to innovate and remain competitive. Other firms are utilizing data analytics to leverage data delivery in a way that dramatically reduces risk, cost and cycle time. Many clients are growing their legal departments and are using technology, alternative legal service providers, and partnering with outside counsel to design new and better systems for handling legal work.

Ark Group’s “**New Spectrum of Legal Services**” conference will be illustrative of the changing scope of legal service delivery. We hope you will join us this June in Chicago, where we will once again provide an ideal platform for discussion, debate, and skills development around the impact of technology, economics and client demand on the evolving spectrum of legal services.

## With Key Contributions & Real-World Illustrations from:

- [Aric Press](#), Partner, **Bernero & Press**
- [Patti Frain](#), Legal Operations Manager, **Grainger**
- [Paul Lippe](#), **Legal OnRamp/Elevate Services**
- [Debbie Henry](#), Co-Founder & Managing Director, **Bliss Lawyers**
- [Josh Kubicki](#), Chief Strategy Officer, **Seyfarth Shaw**
- [Leslie Brown](#), Head of Legal Project Management, Americas, **Hogan Lovells**
- [Mary Juetten](#), CEO/Founder, **Traklight** and Managing Director, **Evolve Law**
- [Keri Coleman Norris](#), Senior Vice President Regulatory Affairs and Chief Legal Officer, **LegalShield**
- [Nicole Carter](#), Business Development and Operations Leader, **Axiom**
- [Katie DeBord](#), Partner and Chief Innovation Officer, **Bryan Cave**
- [Michael Mills](#), Co-Founder and Chief Strategy Officer, **Neota Logic**
- [Matt Faustman](#), CEO, **UpCounsel**
- [William Henderson](#), Law Professor and Researcher, **Indiana University**
- [Mark Haddad](#), Founding Partner, **Flatiron Law Group**

# The New Spectrum of Legal Services

June 8, 2017 | Chicago, Illinois

**8:30am Registration & Networking Breakfast**

**9:00am Opening Remarks Conference Chairperson**

**9:10am**

**Keynote: Change is Inevitable, Progress is Optional**

Change is all around us in the legal market. Yet despite countless predictions that the sky is about to fall, true disruption remains difficult to find. Instead we see important movement on the margins, edging ever closer to the main event. In a conference devoted to exploring the new and growing spectrum of legal services, we take a realistic and levelheaded look at what's happening, where we're headed, and when we can expect to arrive. Fasten your seatbelts: there is turbulence ahead.

**Aric Press**, Partner, **Bernero & Press**

**9:50am**

**Panel: Who will be the General Contractor: The Role of the GC in the era of Unbundled Law**

For nearly a decade, legal innovators have talked about "unbundling" law - moving from the traditional model where one law firm did everything, to a heterogeneous service model of strong in-house departments, multiple law firms, "non-firm firms" like LPOs, "captive" LPOs or shared services center, flexible staffing resources, Big4 firms, technology providers, designer and process experts.

But to get a good sound from that symphony, someone has to be the conductor, someone has to act as General Contractor, deciding on players, roles, processes and metrics. So who will be the General Contractor: the General Counsel, the leader from a law firm, a non-lawyer project lead within the company, or someone from a different service provider? Join us for case studies of different services configurations in major matters (M&A, Dodd-Frank compliance) and a discussion of what the implications of the General Contractor role is and who has the head start in owning it.

**Paul Lippe**, Legal OnRamp/Elevate Services

**Debbie Henry**, Co-Founder and Managing Director, **Bliss Lawyers**  
**Mark Haddad**, Founding Partner, **Flatiron Law Group**

**10:45am Morning Networking & Coffee Break**

**11:15am**

**Case Study: The Intrapreneur's Dilemma: A Toolset to Make Innovation Achievable**

Legal organizations are heavy with layers of management, silos of workers and status quo procedures. Altering strategic direction - or simply making an impact - within a law firm or legal department takes tremendous time, energy and resourcefulness. Pricing, project management and practice management professionals frequently are the first to identify new opportunities for growth within their firm's underlying business model. To accomplish positive change, they often must work against organizational gaps, confounding processes and oppressive inertia -- within mature organizations whose mission it is to protect the status quo and the existing business model.

Success in this context means shedding existing firm-defined roles to become an "intrapreneur" -- a person working from within a mature organization to deliver actual change in organizational behavior and measurable gains in business performance. This role brings with it a unique set of dilemmas: being misunderstood, alienated or branded "troublemakers." For those who persist and execute their ideas, the rewards can be equally great: in the form of adventure, achievement, leadership opportunities and career advancement.

**Josh Kubicki**, Chief Strategy Officer, **Seyfarth Shaw**

**12:00pm Networking Luncheon**

**1:00pm**

**Panel Discussion: The Evolving Role and Pressures on Legal Operations and In-House Counsel**

This session investigates how forward-thinking in-house counsel and legal operations are using technology, alternative legal service providers, and partnering with outside counsel to design new and better systems for handling legal work and serving business. The

panel will also discuss the new pressures being placed on corporate legal departments, the evolving role of legal operations, and specific examples of how they have leveraged or built technology to improve service delivery and legal outcomes.

**Mary Juetten**(moderator), CEO/Founder, **Traklight** and Managing Director, **Evolve Law**  
**Keri Coleman Norris**, Senior Vice President of Regulatory Affairs/ Chief Legal Officer, **LegalShield**, **Patti Frain**, Legal Operations Manager, Grainger

**2:00pm**

**Panel Discussion: Client-Driven Change: How innovative firms are adapting to client focus on efficiency**

The legal industry has long been marked by an artisanal approach—bespoke work created by professionals addressing novel, one-off legal questions. But the industry is changing, and much of the legal work at corporate clients could benefit from an industrial approach (leveraging project management, work segmentation, different delivery models, and technology). As in-house departments receive increasing pressure to forecast and control costs, they are demanding operational efficiency and innovation from their law firm relationships. In this panel, we'll explore how innovative firms are adapting to client demands in this new paradigm.

**Nicole Carter**(moderator), Business Development and Operations Leader, **Axiom**, **Leslie Brown**, Head of Legal Project Management, Americas, **Hogan Lovells**, **Matt Faustman**, CEO, **UpCounsel**

**2:45pm Afternoon Networking**

**3:15pm**

**Collaboration for Innovation**

The legal services ecosystem continues to change—new processes, new business models, new entrants, new technologies. Law firms, legal technology companies, alternative legal services providers, and others in the ecosystem are building new ways of working together, and with their clients. This panel will map the evolving ecosystem and present a case study of collaboration between a law firm having a long history of practice innovation and a technology company delivering state-of-the-art tools for legal process improvement.

**Katie DeBord**, Partner and Chief Innovation Officer, **Bryan Cave**, **Michael Mills**, Co-Founder and Chief Strategy Officer, **Neota Logic**

**4:00pm**

**The Last Mile Problem**

The primary constraint on innovation in the legal industry is not the lack of workable technology but instead the lack of a business model that can reliably convert higher productivity / quality into higher profits. Until this "last mile" problem is solved, law service provider will struggle to make investments of time and money that are necessary to switch to superior technologies, processes, and business methods that already exist. A primary road block is the reliance on the billable hour to (a) charge clients and (b) compensate lawyers. Under a billable hour regime, there is tremendous uncertainty over who benefits from improved productivity – the producer, or consumer, or both? The lawyer who invested in time-saving technology would like to charge higher rates, but the client resists, believing that the billable rate is already too high. Alternatively, the lawyer would like to make up the lost revenue and profit by getting a larger volume of work from the client, thus siphoning away work from competitors. Yet, the client may be reluctant to provide any guarantees, as the client may not have any additional work to give or may want to play law firms against each other. Solving these last mile problems will require a more sophisticated dialogue between clients and their outside service providers.

**William Henderson**, Law Professor and Researcher, **Indiana University**

**4:30-4:45PM**

**Closing Remarks Conference Chairperson**



Fax back this form to:  
+1 312 873 4695



Or call us at:  
+1 312 212 1301



Or Email:  
pfranken@ark-group.com



Register online at:  
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333 W. North Avenue  
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### 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

- Conference Registration \$995
- Admission for Vendors/Solution Providers \$1,495
- EARLY-BIRD DISCOUNT:** I am registering before **April 28th** and would like to claim my 15% early bird discount! (**\$845.75**)
- 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

    

#### 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. 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.
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.

## Venue and Accommodations

This conference will be held at The University of Chicago - Gleacher Center located at 450 N Cityfront Plaza Drive. For more details, please contact Peter Franken at [pfranken@ark-group.com](mailto:pfranken@ark-group.com) or by phone at 312-212-1301.

## Who Will Attend This Conference

Ark Group's "New Spectrum of Legal Services" conference is developed for those in the business of providing legal services—including but not limited to law firm practitioners, law firm leadership, in-house counsel, legal operations, and alternative legal service providers.

## Exhibition & Sponsorship Opportunities

If you are interested in sponsorship opportunities for this (or any) Ark Group event, please contact Peter Franken for more details at 312-212-1301, or via email at [pfranken@ark-group.com](mailto:pfranken@ark-group.com)

# The New Spectrum of Legal Services

June 8, 2017 | Chicago, Illinois

**This conference will be held at:**

## **The University of Chicago - Gleacher Center**

450 N Cityfront Plaza Drive  
Chicago, Illinois 60611  
[www.gleachercenter.com](http://www.gleachercenter.com)

Built to meet the demanding requirements of the top-ranked University of Chicago Booth School of Business, Gleacher Center offers an outstanding corporate environment for your next meeting. Steps from North Michigan Avenue, our six-story, 50,000-square-foot venue was meant to foster the interaction of people and ideas.

**June 8, 2017 — Chicago, Illinois**



**Hotels within walking distance to the conference venue:**

### **Loew's Chicago Hotel**

455 North Park Drive  
Chicago, IL 60611  
Reservations: 877-868-8232

### **Sheraton Chicago Hotel & Towers**

301 E. North Water Street  
Chicago, IL 60611  
Reservations: 877-242-2558

### **Embassy Suites Chicago - Downtown/Lakefront**

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Reservations: 312-836-5900

### **InterContinental Chicago**

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