Two-day conference
May 23-24, 2007
Chicago, IL

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Managing Partner Magazine's 2nd Annual

PRACTICE GROUP LEADERSHIP FORUM

Cultivating the Client-Focused Firm Through Proactive Leadership at the Strategic Business Unit

A two-day conference designed to help you:

- Develop strong and cohesive practice groups that can positively impact and enhance client satisfaction
- Utilize client teams to attract the highest "net value" clients
- Hold lawyers accountable for their commitment to building the practice
- Transform practice group managers into business leaders, cultivating your leadership pool for the future
- Develop & implement effective practice group business plans
- Communicate team strategy holding group members accountable for achieving team and economic goals

Hear speakers from:

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ManagingPARTNER

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Ark Group & Managing Partner Magazine's 2nd Annual PRACTICE GROUP LEADERSHIP FORUM - taking place May 23-24, 2007 in Chicago, IL – will provide meaningful interaction as attendees discuss and evaluate the cornerstones of accountability, commitment and leadership within the context of various criteria by which practice group leader's performance can be measured.

Drawing on a myriad of talent and expertise from law firms of various shapes and sizes, the PRACTICE GROUP LEADERSHIP FORUM will represent a critical roadmap for firms seeking to create strong, cohesive practice groups that positively impact and enhance client satisfaction – while cultivating a leadership pool for the future.

This forum - consisting largely of practice group heads, client team leaders, and senior and managing partners - will provide a unique, interactive opportunity for attendees to learn directly from their peers and leading practitioners as they illustrate best practices through real-world, case study presentations.

Team Discounts are available on bookings of two or more people

Day One: Wednesday, May 23, 2007

8:30am Registration & Breakfast

9:00am Chairperson Opening Remarks:
*Patrick J. McKenna, Partner, **Edge International***

9:15am KEYNOTE:
Accountability Principles: Holding Lawyers Accountable For Their Commitment to Building the Practice

- Goal setting: Is this a collaborative process through which the lawyer and practice leader identify and agree on appropriate, realistic, and measurable goals?
- Focus on execution: Progress assessment identifying course corrections or adjustments encouraging effective execution
- Reward systems: Integrating the firm's compensation system with goal-setting and practice building efforts to promote accountability
- Long-term commitment: Are processes user-friendly? Do they consume disproportionate amounts of practice leaders' or lawyers' time?

*Brian K. Burke, Chair & Chief Executive Officer, **Baker & Daniels LLP***

10:15am
Maintaining (and Growing) a Personal Practice as a Practice Group Leader
This segment will explore the intricacies of both segregating and integrating practice management, client development and professional performance to meet revenue-driven goals and to achieve maximum career satisfaction. Virtually all facets of practice group management provide a segway for this discussion, including recruitment of outstanding professionals, ultimate "team" concepts, peer-level management, maximum utilization of human resources, unrelenting client-service initiatives and the humility of success.
*Michael A. Wukmer, Partner & Head of Competitive Business Practices Litigation and Private Equity and Venture Services Group, **Ice Miller LLP***

11:00am Morning Networking Coffee Break

11:30am
Economic Goals and Budgets: Understanding and Managing Your Group's Financial Performance

- Setting revenue goals for the Practice Group
- Tracking achievement of revenue generation through hours and realization rates
- Reviewing and controlling the expenses of the Practice Group
- Measuring profitability of clients and engagements

*Edward H. Flitton, Of Counsel, **Holland & Hart LLP***

12:15pm Networking Luncheon

1:15pm PANEL DISCUSSION:
Practice Group Leadership: What Does This Really Mean?

- What precisely is the job?
- How you add value?
- How you get people to accept your influence?
- How you develop personal credibility?

Moderated by:
*Patrick J. McKenna, Partner, **Edge International***

2:15pm
Strategy & Tactics: Implementing Diversity from the Practice Group Vantage Point
The best law firms tend to focus considerable energy on improving diversity through a variety initiatives at all levels, ranging from appointment of a director of diversity to awarding law school scholarships and internships, but how much emphasis is placed on advancing such initiatives at the practice group level, where we necessarily focus on business development and profitability? This presentation will cover:

- Ideas for enhancement of diversity at the partner, associate, and staff levels
- Substantive Mentoring
- Anticipating and diffusing backlash
- Avoiding employment and morale pitfalls

*Perry A. Napolitano, Partner, Practice Group Leader, Litigation Financial Services, **Reed Smith LLP***

3:00pm Afternoon Networking Coffee Break

3:30pm
Developing & Implementing Effective Practice Group Business Plans

- Keys to Practice Group plans that actually get implemented
- Gaining participation from most if not all members of the Practice Group
- Assessing the firm's market position
- Incorporating feedback from senior firm management to the Practice Group

*C. Scott Greene, Partner & Practice Group Leader Business Litigation & Arbitration Practice, **Powell Goldstein LLP,** & Erin Corbin Meszaros, Marketing Director, **Powell Goldstein LLP***

4:15pm Chairperson Closing Remarks
*Patrick J. McKenna, Partner, **Edge International***

4:30pm Close of Day One/Networking Reception

Day Two: Thursday, May 24, 2007

8:30am Registration & Breakfast

9:00am Chairperson Opening Remarks:
*Patrick J. McKenna, Partner, **Edge International***

9:15am KEYNOTE:
How to Most Effectively Utilize Client Teams to Attract the Highest "Net Value" Clients
*Gregory S. Gallopoulos, Managing Partner, **Jenner & Block LLP***

10:15am
Exploring the Relationship between Compensation and Risk Management in the Practice Group Context
Lawyers within law firms tend to be competitive and, at least in part, often act for pecuniary gain. They will therefore tend to favor activities that generate income and to avoid those that do not. Compensation structures within law firms can therefore have a significant impact on whether the behavior of lawyers individually and/or firms institutionally, is risk-prone or risk-averse in many areas, including:

- Collegiality
- Adherence to ethical obligations
- Client hoarding or sharing
- Training
- Selection of new clients
- Management of the firm
- Quality of services provided

The intended and unintended consequences of different compensation systems will be examined in the context of these behaviors and activities.
*Anthony E. Davis, Partner, **Hinshaw & Culbertson LLP***

11:00am Morning Networking Coffee Break

11:30am
Differentiating Your Practice or Industry Group in Today's Market
This session will focus on proven tools and techniques for increasing brand recognition and gaining greater client share in today's crowded marketplace.
Topics to be covered include:

- Name awareness and brand building strategies
- Internal selling and information sharing
- Client development techniques
- Benchmarking and measuring ROI

*James D. Taylor, Partner & Chair, New York Entertainment Department; Chair, Advertising & Promotions Law Practice Group, **Loeb & Loeb LLP** & Jennifer Manton, Chief Marketing Officer, **Loeb & Loeb LLP***

12:15pm Networking Lunch

1:15pm
Practice Group Reporting: Using Metrics to Increase the Bottom Line

- Measuring the profitability of each group and the amount of revenue contributed
- Teaching and encouraging lawyers to cross sell
- Developing the right metrics and increasing group profitability
- Gaining participation from most if not all members of the Practice Group

*Jolene Overbeck, Chief Marketing Officer, **DLA Piper US LLP***

2:00pm Afternoon Networking Coffee Break

2:30pm PANEL DISCUSSION:
Communication & Integration: Strategic Initiatives and Support between the Practice Group and Managing Partner

- Contending with group size when groups become unwieldy
- Methodologies for having practice group leaders share successes and keep everyone apprised of their efforts
- Communicating among geographically diverse offices

Moderated by:
*Patrick J. McKenna, Partner, **Edge International***

3:30pm Chairperson Closing Remarks/Wrap-up Discussion
*Patrick J. McKenna, Partner, **Edge International***

4:30pm Close of Conference

5 ways to book

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Practice Group Leadership Forum
May, 23-24, 2007

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   In the event of the booking 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 booking has been accepted, the delegate will be liable to the following cancellation charges:
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   - 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 bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
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Hotel rooms will be made available at preferential rates on reservations made up to four weeks prior to the event.

For more information, please contact Kara Pliscott on +1 773 529 5750 or email kara@ark-groupusa.com

Can't make the event?

Conference documentation is available!

If you can't take full advantage of this event, the conference documentation gives you a useful record of the presentations made at the event for your reference. The set of speakers' slides is available after the event at US $295

Contact: Peter Franken
Tel: +1 773 529 5750
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For further details on other events run by Ark Group, please visit www.ark-group.com

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