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INTERNATIONAL BAR ASSOCIATION CONFERENCE 2024

A conference presented by the IBA Law Firm Management Committee

Building the Law Firm of the Future

21 November 2024, The Law Society, London, England

TOPICS INCLUDE:

- How will law firms evolve to compete in a generative AI powered legal market?
- Six predictions for law firm change
- How best to develop client relationships – is there a perfect model?
- Developments in India
- Is AI the answer to all our prayers or an uncontrollable disruptor?
- Ted talk: Five ways to avoid margin squeeze
- Are smaller/medium sized firms facing the same challenges as 'Big Law' and what can 'Big Law' learn from them?
- Are we choosing the right clients and the right matters from a business and regulatory perspective?
- The client speaks!

For more information and to book online visit www.ibanet.org/conference-details/CONF2543

Programme

Conference Co-Chairs

Jan Dernestam *Mannheimer Swartling, Stockholm; Member, IBA Law Firm Management Committee Advisory Board*

Anne Macdonald *Harper Macleod, Glasgow; Co-Vice Chair, IBA Law Firm Management Committee*

David Patient *Travers Smith, London; Strategy Officer, IBA Law Firm Management Committee*

Thursday 21 November

0715 – 1730 **Registration**

0730 – 0900 **Welcome coffee/tea**

0800 – 0845

Breakfast session: How will law firms evolve to compete in a generative AI powered legal market?

RSGI has an enormous amount of data from interactions with law firms all over the world. Yasmin will share this data with us and give an encouraging perspective on how law firms can develop and prosper in a world that will be increasingly impacted by generative artificial intelligence.

Keynote speaker

Yasmin Lambert *Managing Director, RSGI, London*

0900 – 0910 **Welcome remarks**

Speakers

Richard Atkinson *President, Law Society of England & Wales, London*

Anne Macdonald *Harper Macleod, Glasgow; Co-Vice Chair, IBA Law Firm Management Committee*

0910 – 0915

A postcard from Mykola Stetsenko, President of the Ukrainian Bar Association

0915 – 1000 **SESSION ONE**

Six predictions for law firm change

Continuing our theme of helping law firms look into the future, Jonathan will provide six predictions of what is going to happen to law firms in the not too distant future and, more importantly, what they should be doing to best prepare for that future.

Keynote speaker

Jonathan Watmough *Founder & Owner, HelpingLawyersTHRIVE, London*

1000 – 1050 **SESSION TWO**

How best to develop client relationships – is there a perfect model?

We can all agree, we hope, that developing strong relationships with clients is good for any law firm. However, many law firms struggle with the right approach to developing those relationships and more importantly getting their partners to actually get out there and develop those relationships. This session will look at the practicalities of developing good client relationships.

Moderator

Anne Macdonald *Harper Macleod, Glasgow; Co-Vice Chair, IBA Law Firm Management Committee*

Panellists

Dana Denis-Smith *CEO, Obelisk Support, London*

David Kaufman *Nixon Peabody, San Francisco, California*

Lindsey Keeble *Watson Farley & Williams, London*

Emma Poole *Senior Client Relationship Manager, Hugh James, Cardiff*

The IBA, its officers and staff accept no responsibility for any views expressed, presentations or materials produced by delegates or speakers at the Conference.

Exhibitor



1050 – 1115

Developments in India

There is rightly a focus on India at the moment. It is one of the fastest growing economies in the world and, after many years of discussion, there appears to be some progress on 'liberalisation' – allowing foreign lawyers to carry on some form of legal work in India. There is also understandable scepticism about whether this will really happen. Given the business connections between the UK and India, the UK is already an important hub for Indian legal issues. How will this be impacted by liberalisation and what are the opportunities for law firms in India?

This session will be an 'off the record' discussion with some recognised India experts on what is happening in India.

Interviewer

David Patient *Travers Smith, London; Strategy Officer, IBA Law Firm Management Committee*

Interviewee

Kalpna Unadkat *Co-head of India practice, Ashurst, London*

1115 – 1145 **Coffee/tea break**

1145 – 1245 **SESSION THREE**

Is AI the answer to all our prayers or an uncontrollable disruptor?

The AI & Technology Subcommittee of the IBA Law Firm Management Committee has been doing a lot of work on how law firms should prepare for the impact of artificial intelligence (AI). This session will examine how law firms need to prepare for and embrace AI rather than allowing it to disrupt.

Moderator

Alexandru Birsan *Filip & Company, Bucharest; Chair, AI & Technology Subcommittee, IBA Law Firm Management Committee*

Panellists

Eva Berlaus *Sorainen Riga; Vice Chair, Strategy and Finance Subcommittee, IBA Law Firm Management Committee*

Eliana Catalano *BonelliErede, Milan*

Shawn Curran *CEO and Co-founder, Jylo, London*

Thomas McGuffie *A&O Shearman, London*

1245 – 1250

An update on the IBA Law Firm Management Committee for 2025

Paul Marmor *Sherrards, London; Co-Chair, IBA Law Firm Management Committee*

1250 – 1400 **Lunch**

1400 – 1430

Ted talk: Five ways to avoid margin squeeze

Greg Jackson works with many law firms. He is very focused on their financial performance. He will share some key approaches to financial management that might help your law firm avoid the margin squeeze that is impacting all law firms.

Speaker

Gregory Jackson *Law Firm Strategist and Consultant, PwC, London*

1430 – 1515 **SESSION FOUR**

How do smaller/medium sized firms thrive in a challenging market? What can 'Big Law' learn from them?

We will review these questions in the following areas:

- a distinctive market offering (culture and offering to clients and staff);
- a well-run business (financial structure/utilising non lawyers); and
- preparing for the future (separating fact from fiction on artificial intelligence/working with Gen Z, etc)

Moderator

Eric Baijal *BBM Solicitors, Wick; Chair, Small and Medium Firms Subcommittee, IBA Law Firm Management Committee*

Panellists

Judit Budai *Szecskey Attorneys at Law, Budapest; Vice Chair, Small and Medium Firms Subcommittee, IBA Law Firm Management Committee*

Laura Devine *Laura Devine Immigration, London*

Chris Guy *Milis Selig, Belfast*

Marc Keidan *Keidan Harrison, London*

1515 – 1530 **Coffee/tea break**

1530 – 1615 **SESSION FIVE**

Are we choosing the right clients and the right matters from a business and regulatory perspective?

This session will look at the interplay of the regulatory rules and the commercial approach law firms should take regarding choosing clients and matters to ensure that law firms fulfil the mantra of doing 'the right work for the right clients' and that they avoid clients that are 'more trouble than they are worth'.

Moderator

Julie Norris *Kingsley Napley, London; Secretary-Treasurer, IBA Alternative and New Law Business Structures Committee*

Panellists

Ben Girdlestone *Joint Managing Director, Byfield, London*

Nicola Liddle-Peters *Ropes & Gray, London*

Professor Bradley Wendel *Cornell Law School, New York*

The organisers may at any time, with or without giving notice, in their absolute discretion and without giving any reason, cancel or postpone the Conference, change its venue or any of the other published particulars, or withdraw any invitation to attend. In any case, neither the organisers nor any of their officers, employees, agents, members or representatives shall be liable for any loss, liability, damage or expense suffered or incurred by any person, nor will they return any money paid to them in connection with the Conference unless they are satisfied not only that the money in question remains under their control but also that the person who paid it has been unfairly prejudiced (as to which, decision shall be in their sole and unfettered discretion and, when announced, final and conclusive).



Thursday continued

1615 – 1710 **SESSION SIX**

The client speaks!

We are extremely fortunate to have a group of leading general counsels (GCs) to share their perspectives on law firms. They will speak openly about their current views on what law firms are doing well and what they need to do better.

Moderators

Jan Dernestam *Mannheimer Swartling, Stockholm; Member, IBA Law Firm Management Committee Advisory Board*
David Patient *Travers Smith, London; Strategy Officer, IBA Law Firm Management Committee*

Panellists

Charlotte Fletcher *General Counsel, HSPG, London*
Alissa Foale *General Counsel, Robin AI, London*
Matthew Gingell *General Counsel, Oxygen House Group, Exeter*
Chris MacFarlane *Vice President and Regional Deputy General Counsel, Peloton Interactive, London*

1710 **Closing remarks**

1715 **Networking reception**

Six Clerks
113 Chancery Lane, London WC2A 1PL

Continuing Professional Development/Continuing Legal Education

For Conference delegates from jurisdictions where CPD/CLE is mandatory, the IBA will provide a Certificate of Attendance for the Conference. Subject to CPD/CLE requirements, Conference delegates can use this to obtain the relevant number of hours' accreditation. The number of CPD/CLE hours available may vary depending on the rules applied by the members' bar association/law society on time recording criteria.

A Certificate of Attendance is available to Conference delegates on request. Please ask at the IBA Conference registration desk for information on how to obtain the certificate.

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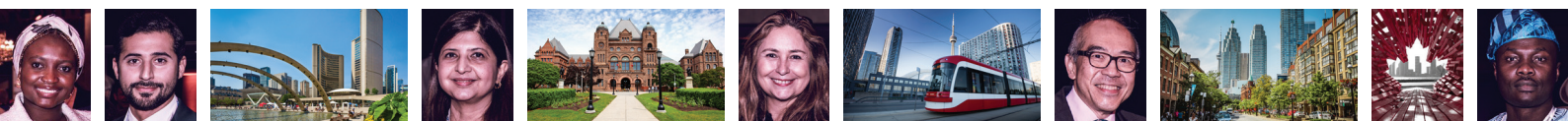
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ANNUAL CONFERENCE OF THE INTERNATIONAL BAR ASSOCIATION



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The 2025 IBA Annual Conference will take place in Toronto, Canada. This dynamic metropolis, with a core of soaring skyscrapers, is known as one of the most cosmopolitan, multicultural cities in the world with nearly half of the population being foreign-born and boasting 150 spoken languages.

As Canada's largest city, and the fourth largest city in North America, Toronto is a world leader in business, finance, technology, entertainment and culture.

Toronto is home to a diverse range of businesses across various industries. The Financial District is the centre of Canada's financial industry containing the Toronto Stock Exchange, which is the largest in Canada and tenth largest in the world.

Located in such a dynamic and multicultural business metropolis, Toronto will be an outstanding host for the 2025 IBA Annual Conference.

WHAT WILL IBA 2025 OFFER YOU?



Access 5,000+ attendees representing over 2,700 law firms, corporations, governments and regulators from more than 130 jurisdictions



Hear from leading international figures, government officials, general counsel and experts from across all practice areas and continents



Opportunities to win more work and referrals at the world's best networking and business development event for lawyers and law firms



Save time and money by meeting all of your legal contacts under one roof



To receive details of all exhibiting and sponsorship opportunities for the IBA Annual Conference in Toronto, email andrew.webster-dunn@int-bar.org



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International Bar Association

the global voice of the legal profession



About the IBA

The International Bar Association (IBA), established in 1947, is the world's leading organisation of international legal practitioners, bar associations, law firms and law societies.

The IBA influences the development of international law reform and shapes the future of the legal profession throughout the world. It has a membership of more than 80,000 individual lawyers and more than 190 bar associations and law societies spanning over 170 countries.

Inspired by the vision of the United Nations, the IBA was founded in the same spirit, just before the Universal Declaration of Human Rights was proclaimed in 1948.

The IBA covers all practice areas and professional interests, providing members with access to leading experts and up-to date information, enabling them to better represent their clients' interests.

Through its various committees, fora, and task forces, the IBA facilitates the exchange of information and views among its members as to laws, practices and professional responsibilities relating to the practice of law around the globe.

Law Firm Management Committee

The mission of the Law Firm Management Committee is to be a leading global forum for the exchange of best practices in law practice leadership and management through sharing and discussing concepts, experience, knowledge and trends on law firm and law practice management issues and topics.

For more information please visit the [Law Firm Management Committee home page](#).

International Bar Association

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