

PROFESSIONAL DEVELOPMENT STRATEGIES FOR THE CLIENT-CENTERED FIRM

2012 LAWYER DEVELOPMENT INSTITUTE



OCTOBER 2, 2012 | THOMSON HALL | NEW YORK, NY



West LegalEdcenter®



2012 LAWYER DEVELOPMENT INSTITUTE PROFESSIONAL DEVELOPMENT STRATEGIES FOR THE CLIENT-CENTERED FIRM

Tuesday, October 2, 2012

Thomson Hall, 195 Broadway, New York City

What does it take to build a truly strategic client-centered professional development program? It certainly involves much more than inviting clients to in-house CLE. As law firms grapple with the post-recession business model, it is increasingly recognized that a client-focused strategy has become a necessary best practice. **The law firms that can most quickly and most efficiently train their associates and partners to become experts in their clients' businesses, to be their clients' true advisors, will win the high-stakes race for market share.**

Among the conclusions of the recent fourth annual *Altman Weil Law Firms in Transition Survey* was the following:

"Strengthening relationships with clients by thoroughly learning their businesses, helping them avoid risk, and offering efficient, cost-effective service is seen as critical. Firm leaders cite the need to take these actions proactively rather than waiting for clients to request them."

Building a client-centered professional development program means aligning the goals of lawyer development with the business imperative to deliver superior client service. This often requires breaking down the usual boundaries and tapping new sources of expertise, both inside and outside the firm.

Learn how professional development, marketing, practice group heads, and clients can work together to develop lawyers with a strong client mindset. Join us for the **2012 Lawyer Development Institute** and get up-to-date insights and practical strategies to move your firm ahead on this critical and competitive front.

ABOUT THE LAWYER DEVELOPMENT INSTITUTE

The **Lawyer Development Institute** (LDI), cosponsored by NALP and ALI CLE (formerly ALI-ABA) with educational support from West LegalEdcenter, complements the very successful **Professional Development Institute** (PDI) held every December in Washington, DC. Each year, the LDI series takes up one topic of interest to professionals who work in the lawyer professional development field and addresses that topic in depth, providing an opportunity for advanced learning. Professionals of all experience levels are encouraged to take advantage of this seminar-style educational conference.

MANDATORY CLE CREDIT

Virtually all ALI CLE courses are fully accredited in mandatory continuing legal education (MCLE) jurisdictions for varying numbers of credit hours. Please note that some jurisdictions do not accredit courses on law practice management. To obtain specific information on MCLE accreditation of this program, please contact Crystal Finch at cfinch@ali-aba.org.

ABOUT NALP & ALI CLE

ALI CLE (formerly ALI-ABA) is the premier national provider of continuing legal education in the United States, offering a comprehensive national curriculum of live courses, distance learning, and electronic and print publications. ALI CLE also assists law offices from coast to coast in providing professional development to their lawyers, including specialized consultation, national conferences, online CLE content and materials, MCLE compliance services, and other resources for advancing lawyer professional development.

NALP – The Association for Legal Career Professionals™ is the leader in providing research, education, and direction for the career planning, recruitment and hiring, employment, and professional development of law students and lawyers. Recognizing the needs of many members and non-members who are expanding their roles within the field of lawyer professional development, NALP has partnered with ALI CLE to cosponsor the Lawyer Development Institute as well as the annual Professional Development Institute.

**NALP & ALI CLE thank
West LegalEdcenter for providing
educational support for
this program.**

West LegalEdcenter

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West LegalEdcenter is the destination for career-enhancing legal training and CLE, with the content, software, and services that can help you transform raw talent into top talent — for yourself or an entire organization.

QUALITY PROGRAMMING THAT YOU CAN TRUST — Prestigious speakers and authors who are recognized thought leaders in their areas of expertise.

CURRENT INTELLIGENCE — West LegalEdcenter is a leader in presenting important perspectives on hot topics earlier than other sources. More than 100 new live webcasts each month bring you the latest news almost as it happens.

RELEVANT TO INDIVIDUAL NEEDS — Programs are presented in a way that demonstrates practical application to each type of practice. Online content covers the learning needs of more than 35 practice areas and 200 subspecialties.

PROGRAM SCHEDULE — TUESDAY, OCTOBER 2, 2012

THOMSON HALL, 195 BROADWAY, NEW YORK CITY

8:30 – 9:30 am — **Registration and Continental Breakfast**

9:30 – 10:45 am — **Let's Hear from the Client: A New Framework for Developing and Delivering PD and Marketing Services**

The market for legal services continues to be highly competitive. To succeed in this brave new world, firms need to understand client expectations and deliver more than simply excellent legal service. We will open the conference with a session devoted to the clients' perspective, featuring an overview of the latest research from Wicker Park Group, Lexis-Nexis, BTI, and Zeughauser, followed by a conversation between a law firm partner and a client. Learn what really matters to your firm's clients and how to enhance your professional development and marketing programs by focusing on creating a client-centric culture that strengthens long-term relationships with key clients.

Speakers:

- Dan Goldstein, General Counsel, Pitney Bowes
- Laura Meherg, Founder and Partner, Wicker Park Group
- Andy Rossman, Partner, Quinn Emanuel Urquhart & Sullivan

10:45 am – 12:00 pm — **Combining Forces: How Professional Development and Marketing Can Work Together to Enhance Service**

Professional Development and Marketing might share the same floor, but they may not have traditionally had a reason to work together. Through collaboration and regular interaction, however, PD and Marketing can help each other accomplish the same objective — being strategic participants and helping the firm succeed. Working together with an intense focus on client needs will help achieve this goal. This session will show mar-

keting and PD professionals the benefits of joining forces and will identify specific things that they can do, together, to instill a culture of superior client service at their firms.

Speakers:

- Jeanne M. Hammerstrom, Chief Marketing and Recruiting Officer, Benesch, Friedlander, Coplan & Aronoff LLP
- Richard Pearson, Chief Learning & Development Officer, Davis Wright Tremaine

12:00 – 1:00 pm — **Networking Lunch**

1:00 – 2:15 pm — **Helping Your Lawyers Become Trusted Advisors**

In a competitive landscape, lawyers need to be trusted advisors. What does this mean and how do you train your lawyers to take on that role? In this session, participants will learn the five stages of building a trusted advisor relationship (listen, engage, frame, envision, and commit), how to teach some of the skills that underpin this model, and examples of how financial services, law firms, and law schools have successfully taught these skills.

Speakers:

- Heather Bock, Chief Professional Development Officer, Hogan Lovells LLP US
- JeanMarie Campbell, Client Relationship Executive, Ropes & Gray LLP
- Maureen Hanlon, Partner, Hogan Lovells US LLP

2:15 – 2:30 pm — **Refreshment Break**

All conference participants will receive a free copy of *The Trusted Advisor* by David Maister.

2:30 – 3:45 pm — **Developing Client-Centered Lawyers at Every Level of Your Firm**

Everyone knows the importance of client service, but how do you develop your lawyers with that goal in mind? Clients want lawyers to understand their businesses and anticipate their needs, and lawyers at every level need to demonstrate this understanding and knowledge. Firms often turn to outside sources to help them develop lawyers' business skills and acumen, but in-house resources, such as a firm's marketing department and practice group leaders, can be equally important sources of expertise. This session will show you how to align client-service goals with competency frameworks and how to combine the best resources to develop client-focused training at the junior associate, mid-level associate, senior associate, and partnership levels of your firm.

Speakers:

- Susan Manch, Firmwide Director of Learning & Development, Bingham McCutchen LLP
- Timm Whitney, Global Director of People Development, White & Case, LLP

3:45 – 4:30 pm — **Taking PD to the Next Level: How You Can Become a Trusted Advisor to Your Firm**

Professional development can do more than just offer training, fill seats, and obtain CLE credits — it can be a fundamental, integrated contributor to a firm's client service strategy. In what ways can a PD department adjust its mindset, structure, and services to better meet the needs of clients, whether internal or external? How can the PD department take on a truly consultative role? This session will show you how you can become a trusted advisor not only to your firm, but also to its clients.

Speaker:

- Tracy LaLonde, Partner, Akina

Fees

- **\$450 per person** for NALP members and ALI-ABA Knowledge Portal subscribers
- **\$550** per person for non-members
- **\$375** per person for registrants from public interest organizations

How to Register

Event registration is available online at www.nalp.org/events. The system allows you to register and pay with a credit card or check online. To access the online registration system, go to www.nalp.org/events and select **2012 Lawyer Development Institute**. Once you have registered, a confirmation email will be sent to the email address specified in your registration.

Cancellation Policy

Your registration fee will be refunded, less a \$100 processing fee, if your cancellation is received in writing by Tuesday, September 18.

Hotel Information

NALP has secured a small block of rooms at the Millenium Hilton, located around the corner from Thomson Hall. The sleeping rooms are available on a first-come, first-served basis.

To reserve a room at NALP's special rate, call the hotel and identify yourself as attending the NALP conference.

Millenium Hotel
55 Church Street
New York, NY 10007
Phone: 1-888-273-0734

The room rate at the Millenium Hilton is \$329 plus 14.75% state and city tax and \$3.50 occupancy tax.

All taxes are subject to change without prior notice.

Conference registration is limited. Register early!

Travel Discounts

For your convenience, Professional Service Firm Travel, LLC (PSFT) has been selected as the official travel service for this event. PSFT will research the most economical route, airline, and flight times to help get you the lowest possible fare. PSFT has special contract airfares that are available to attendees of this meeting.

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PSFT reservation hours are Monday – Friday, 8:30 am – 6:00 pm Eastern Time. Make your reservations with Professional Service Firm Travel, LLC by calling 1-888-773-8728 and asking for Jacqueline or Lissette (please identify yourself as attending a NALP conference). A \$35 transaction fee will be applied to all tickets purchased.

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From NALP and ALI CLE . . .
with Educational Support from West LegalEdCenter®
Professional Development Strategies
for the Client-Centered Firm

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