

2015 Legal Recruiting Summit

Living in the New Normal
January 29, 2015 • New York, NY

2015 NALP Legal Recruiting Summit:

Living in the New Normal

Thursday, January 29, 2015 | Greenberg Lounge, Vanderbilt Hall
New York University Law School, New York, NY

NALP is pleased to be hosting its second annual one-day conference devoted entirely to recruiting — the **2015 Legal Recruiting Summit** — on January 29 in the Greenberg Lounge at Vanderbilt Hall at New York University Law School in New York City. The Summit is an opportunity for legal recruiting professionals from throughout North America to come together for an in-depth look at the future of law firm recruiting and how law firms and law schools are responding to the new normal. This conference, tailored specifically to the legal recruiting community, is a members-only event limited to 125 attendees.

Register now to be part of the Summit, where you will have the opportunity to —

- Explore the future business models of major law firms.
- Participate in a unique data-sharing exercise among participants to see how your law firm or law school compares to national data.
- Be the first to hear the results of the first ever national survey of law students engaged in on-campus recruiting activities.
- Exchange information with your colleagues during roundtable discussions.
- Hear from a generational expert on how to effectively engage Generation Y.

Amid sweeping change in the legal market, the basic model for recruiting recent law school graduates has remained largely unchanged. Or has it? Most law firms are bringing in smaller summer classes than they were prior to the recession, yet competition is as hot as ever. Summit participants will get a first look at statistics from the fall 2014 recruiting season as they hear from leaders in the field and explore key recruiting topics together. NALP members have long been known for their expertise in legal recruiting, and this Summit offers a meaningful opportunity for networking and an invaluable peer learning experience.

If you are involved in any aspect of legal recruiting, this is a program you can't afford to miss!

IMPORTANT NOTE: Space at the Legal Recruiting Summit is limited to 125 registrants. While registration will generally be on a first-come, first-served basis, to permit as many NALP member organizations as possible to take advantage of this opportunity, there will be a limit of two registrants per law school or per legal employer office.

ABOUT NALP: NALP is an association of over 2,500 legal career professionals who advise law students, lawyers, law offices, and law schools in North America and beyond. NALP believes in fairness, facts, and the power of a diverse community. We work every day to be the best career services, recruitment, and professional development organization in the world because we want the lawyers and law students we serve to have an ethical recruiting system, employment data they can trust, and expert advisers to guide and support them in every stage of their careers.

Conference Site

The venue for the 2015 Legal Recruiting Summit is the Greenberg Lounge in Vanderbilt Hall at NYU Law School.

Vanderbilt Hall is located at 40 Washington Square South, between MacDougal and Sullivan Streets. It is one block east of the West Fourth Street subway station (A, C, D, E, and F lines)

Hotel Information

NALP has secured a small block of rooms at the Soho Grand, which is a 10-minute walk to NYU Law. The sleeping rooms are available on a first-come, first-served basis.

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

Soho Grand
310 West Broadway
New York, NY 10013
Phone: 212-965-3000

The room rate at the Soho Grand is \$290 plus 14.75% state and city tax and \$3.50 occupancy tax. All taxes are subject to change without prior notice.

There are three ways to reserve a room at the NALP group rate:

1. Use Group Code NALP12815 on the Soho Grand's website: <http://www.sohogrand.com>
2. Call the hotel's reservations line (800-965-3000) and reference the "NALP Group."
3. [Follow this link.](#)

PROGRAM SCHEDULE — Thursday, January 29, 2015

GREENBERG LOUNGE, VANDERBILT HALL, NYU LAW SCHOOL, NEW YORK, NY

8:00 – 9:00 am — Registration and Continental Breakfast

9:00 – 10:00 am — Recruiting for a Changing Environment: Law Firms Live the New Normal

As the business model for large law firms continues to evolve in the post-recessionary economy, law firms are recruiting entry-level and lateral lawyers into environments that are constantly changing. The right mix of equity-track and non-equity track lawyers, the right mix of practice groups, the right mix of commodity and high-stakes work are all up for grabs. Corporate clients continue to seek lawyers who will be business partners, while simultaneously seeking the highest value work available at every price-point. How do law firms think about talent acquisition in this fluid environment? What is the blend of competencies or “domains of excellence” that new lawyers should have and that law firms should evaluate when they hire? Do law firms seek practice-specific skills even in the new lawyers they hire? Or do law firms still hire generalists? Having managed a major global law firm through the recession and into the new normal, **Hugh Verrier**, the Chairman of White & Case, will share his perspective on these important questions. As the Chairman of White & Case LLP, Hugh Verrier directs the firm’s strategy and operations around the world. With White & Case for 30 years, he became a partner in 1994. He was elected to the firm’s global management in 2004 and has been Chairman of the firm since 2007.

10:00 – 11:00 am — Preview and Discussion of Fall Recruiting Survey Results

How did the 2014 recruiting season end up? Were the numbers up or down? Conference attendees will be the first to see the highlights of the 2014 national recruiting survey results, including the national law student survey, and will have a chance to review and discuss analyses of survey data submitted in preparation for this conference. Learn the information you will

need to make the strategic decisions to best position your institution for the future.

*James G. Leipold, Executive Director,
NALP*

11:00 – 11:30 am — Roundtable Session I: Let’s Talk About August

Join your colleagues for a facilitated discussion session about the current on-campus interview season — how to handle the fast-paced interviews, the impact of the Part V changes, how to manage the expectations of students and lawyers, and tips and hints for new ways of doing things. This interactive session will provide for the sharing of best practices and structured networking.

11:30 am – 12:45 pm — Looking Beyond the Flat World Model: Creative Strategies for Recruiting from Other Industries

Professional services industries are often seeking the same types of strengths in their candidates, yet they recruit in dramatically different ways. As the legal industry struggles to identify candidates who will be successful and well-suited to the job, we should consider that successful approaches may lie with other industries. This session will explore the various recruiting approaches being used in other professional services industries.

*Holly Paul, Chief Human Resources
Officer, FTI Consulting*

12:45 – 1:45 pm — Networking Lunch

1:45 – 3:00 pm — Millennials Rising: Recruiting and Retaining the Newest Generation of Lawyers

With a population that rivals the size of their parents’ Baby Boomer generation, the Millennials (a.k.a. Generation Y) are often hailed as the future hope for our workplaces, industries, government, and nonprofits. The problem is that many Millennials are not wired for the traditional ways of work. They are more demanding, restless, collaborative, rewards-focused, and innovative than other generations. Nevertheless, organizations have to connect with Gen Ys now, or risk losing them later when they dominate the workforce, which means employers need to re-examine everything about the way they do business to meet the needs of the 21st century workforce. In this presentation you will learn why Millennials are both the greatest threat — and opportunity — to your organization and how to:

- Relate to the Millennial mindset and understand how their employment is likely to change your organization;
- Introduce new concepts that are relevant to Millennials without alienating the rest of your workforce;
- Market your organization to Millennials and engage them as ambassadors using messages, concepts, and tools that are relevant to them; and
- Get and keep Millennials engaged in your workplace.

*Sarah Sladek, CEO, XYZ University and
Author of Knowing Y*

3:00 – 3:45 pm — Roundtable Session II: Discussions and Debates

Join your colleagues for a facilitated discussion session about key topics from the day’s programs. How will the declining law school enrollment numbers affect the legal market? How can employers fully engage the next generation of lawyers and law students in this applicant pool? Attendees will have an opportunity to learn from others in the profession while discussing and debating current issues in recruiting.

3:45 – 5:00 pm — **Recruiting That Rocks: There's No App for That (Yet!)**

Is it possible to develop a calendar of successful spring initiatives that doesn't turn April into August? The new normal has spurred ongoing competition for top talent that has pushed some recruiting efforts even earlier than August. This session will explore recruiting strategies for this new world of recruiting: how to build strong pre-interview relationships with students and how to keep students fully engaged in the interview process so that they can choose among competing offers while, at the same time, giving law firms equitable access to students. Panelists will discuss creative and professionally appropriate ways to approach timing, program content, scholarships, and

other strategies to connect with students in the winter and spring, while also discussing the potential problems for firms, students and schools that may be created by earlier contact with students.

Marcelyn R. Cox, Assistant Dean, Career Development, University of Miami School of Law

Kevin Donovan, Senior Assistant Dean for Career Services, University of Virginia School of Law

Irene Dorzback, Associate Dean for Career Services, New York University School of Law

5:00 pm — **Meeting Adjourns**

*Register early!
Space is limited.
See registration
details below.*

REGISTRATION AND TRAVEL INFORMATION

Fees

- **\$450 per person** for NALP members.

This event is for NALP MEMBERS ONLY. You must be a NALP member or affiliate member to attend and there is a limit of two registrants per law school or per legal employer office.

How to Register

To register for the 2015 Legal Recruiting Summit, go to www.nalp.org/events and select **2015 Legal Recruiting Summit**. The system allows online registration and payment with a credit card or "bill me" options (select the latter if you plan to pay by check). **Space is limited.**

For Legal Employer Members: The completion of two surveys is required to attend this conference: the 2014 Survey of Legal Employers on Fall Recruiting (which you would normally complete in the fall) and the Legal Recruiting Summit Addendum Survey (a unique survey for this conference). The surveys can be previewed during the registration process, but must be completed by December 5 in order to attend the Summit. The surveys together are designed to capture data of interest to all attendees, and will allow us to share national data and data from the Summit attendees at the conference. One of the benefits of atten-

dance at the Legal Recruiting Summit will be access to these findings. Note: only one set of surveys per office should be completed — participants from the same office should coordinate the completion of the necessary surveys.

For Law School Members: The completion of the 2014 Survey of Law Schools on Fall Recruiting is required for this conference. This survey is due to the NALP office by December 5 in order to attend the Summit. In addition, law school participants are asked to administer an additional survey to 2L students who participated in 2014 on-campus programs to help us learn more about their experiences and decision-making processes. This survey is a nationwide effort to learn more about the student perspective on the hiring process.

For Affiliate Members: The completion of a short questionnaire is required for conference attendance.

Cancellation Policy

- Full refund for cancellation received by December 29 minus a \$100 cancellation fee.
 - 50% refund for cancellations received December 30 – January 6.
 - No refunds after January 6.
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Travel Discounts

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.

Professional Service Firm Travel, LLC
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E-mail: jduberry@psftravel.com or lmelendez@psftravel.com

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.