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Sixth Annual Canadian Bar Association Law Firm Leadership Conference
Best Practices for Effective Change

November 22-23, 2010 ◆ Park Hyatt
TORONTO

Program

Sixth Annual Canadian Bar Association Law Firm Leadership Conference - Best Practices for Effective Change

Conference Co-Chairs:

Norman Bacal, National Co-Managing Partner; Heenan Blaikie LLP, Toronto
Gary Luftspring, Partner; Ricketts, Harris LLP, Toronto

Conference Facilitator:

Richard Susskind, CBA Special Adviser; Author, *Transforming the Law* and *The End of Lawyers?* London, UK

Now in its sixth year, the **CBA's Law Firm Leadership Conference** has become the essential professional development event for **managing partners and up-and-coming law firm leaders in Canada.**

Building on the dialogue among law firm leaders, clients and industry experts at the 2009 Leadership Conference on Change Management, the CBA is pleased to offer in 2010 an **interactive program on best practices for achieving effective change.** You will come away from the conference with the tools and the practical "know-how" to tackle tomorrow's challenges – how to prepare your firm for change, connecting social media with business results, understanding your IT needs and costs, considering outsourcing in the Canadian context, and more.

This year, we are delighted to welcome **Richard Susskind, legal futurist, author of *The End of Lawyers?* and Special Adviser to the CBA, as our conference facilitator.** Richard Susskind will bring his considerable knowledge and expertise in the future of legal services to set the stage for our program, draw thematic links between the sessions, moderate our panels and facilitate questions from our participants.

WHO SHOULD ATTEND?

Whether you lead a law firm of five or 500, or if you are among the next generation of firm leaders, this is an event you will want to attend. **Join:**

- Practice group leaders and law firm committee chairs
- Firm executive committee members
- General counsel and senior in-house counsel
- Managing partners

Thank You To Our 2010 Conference Sponsors





MONDAY, NOVEMBER 22, 2010

8:00am-9:00am **Breakfast and Registration**

9:00am **Welcoming Remarks by Conference Co-Chairs**
Norman Bacal, National Co-Managing Partner, Heenan Blaikie LLP, Toronto
Gary Luftspring, Partner, Ricketts, Harris LLP, Toronto

9:10am **Introduction – Best Practices for Effective Change**
Richard Susskind, CBA Special Adviser, Author, *Transforming the Law* and *The End of Lawyers?*
London, UK

9:30am-12:00pm **Preparing your Firm for Change**

You've engaged in the dialogue about the future of legal services, reconsidered your business model and are committed to making changes. What now? **What is actually involved in overhauling your pricing models, restructuring your business, revising your compensation and staffing, and developing new ways of working?** UK thought leader and consultant in legal practice, Stephen Mayson, will provide guidance on how to move from identifying the problems to realizing the solutions. Stephen Mayson's presentation will be followed by a discussion amongst your peers, challenged and moderated by Richard Susskind, about what Canadian law firms are doing, or plan to do, in order to respond to the new legal environment.

Featured Speaker: **Stephen Mayson**, Director of the Legal Services Policy Institute, College of Law, London, UK

MP Roundtable: **Dale Ponder**, Managing Partner, Osler Hoskin Harcourt LLP, Toronto
Shawn McReynolds, Managing Partner, Davies Ward Phillips & Vineberg LLP, Toronto
Brian Fulton, Managing Partner, Lawson Lundell LLP, Vancouver
Chantal Chatelain, Partner, Langlois Kronström Désjardins s.e.n.c.r.l., Montréal

12:00pm-1:30pm **Lunch**

1:30pm-4:00pm **Unbundled Work/Unbridled Success: Sourcing Canadian Legal Services Differently**

Richard Susskind has challenged law firm leaders and corporate counsel to recognize the market pull towards commoditization of legal services and to consider what parts of their work can be sourced differently. He recommends that legal work be broken down into tasks and that routine and repetitive tasks be sourced in the most efficient way, whether by outsourcing, subcontracting, leasing, open-sourcing, or computerizing. When various sources are used, he calls this multi-sourcing. **What is the scope for multi-sourcing in Canada? What multi-sourcing options might best suit your firm? Who will manage the multi-sourcing of work and what are the risks? And how will your junior lawyers then be trained?** Challenged in an opening address by Richard Susskind, our panelists will address these questions and more. Learn how law firms and clients, in Canada and around the globe, are sourcing work differently and about the steps and considerations involved in getting started.

Featured Speaker: **Richard Susskind**

Panelists: **Mari Sako**, Oxford University, Oxford, UK
Gavin Birer, Founder and President, Legalwise Outsourcing Inc., Toronto
Tamara Vanmeggelen, Senior Counsel, Royal Bank of Canada, Toronto

5:30pm-7:00pm **Reception and Book Launch**

Join your colleagues before dinner for refreshments and the Canadian launch of the new edition of Richard Susskind's *The End of Lawyers?: Rethinking the Nature of Legal Services*.

Program

7:00pm-11:00pm Dinner and Entertainment Evening with Mike Cowie

Our gala continues in its spectacular tradition! Producer **Mike Cowie** returns and has put together an extravaganza of exciting entertainment. Join us for an intimate, inspiring and extraordinary show, drawing on the rich multicultural fabric and excellent entertainment resources that the great city of Toronto has to offer.

Guest tickets available for purchase.

TUESDAY, NOVEMBER 23, 2010

8:00am-8:30am Breakfast and Registration

8:30am Introduction – Best Uses of Technology Richard Susskind

8:45am-10:30am Using the Best and Ignoring the Rest: Connecting Social Media to Business Results

Blogging? Twitter? Facebook? There is no finishing line in the world of technology. While most law firm leaders are now comfortable with websites, this does not mean that the IT challenge is over. **The next challenge is to make the most of social media - to identify, for example, the most promising uses of Twitter and Facebook in communicating and collaborating with clients.** To help delegates sort the wheat from the chaff will be leading legal analyst, Jordan Furlong, and panelists moderated by Richard Susskind, with emphasis on case studies of what has worked for law firms in Canada and beyond.

Featured Speaker: **Jordan Furlong**, Senior Consultant, Stem Legal Web Enterprises, Ottawa

Panelists: **Jeremy Grushcow**, Lawyer, Ogilvy Renault, Toronto
David Fraser, Partner, McInnes Cooper, Halifax
Scott Wolfe, Jr., Member, Wolfe Law Group, LLC, New Orleans

10:30am-10:45am Refreshment Break

10:45am-12:30pm The Bleeding Edge: Making Sense of IT Costs

Your firm's IT specialists (whether in-house or an outside service provider) should ensure that you have the most appropriate technology to support and build your business. They should also be monitoring emerging technologies and assessing their significance for you. Often, significant investment in IT is proposed, either as the answer to ongoing problems or to help the firm to remain competitive. **As the managing partner or partner responsible for firm technology, you want to understand what is being proposed and be able to get to the bottom of what is really needed.** Michael Mills, a leading legal technologist, and adviser to law firms and industry on IT needs, will provide you with practical guidance in this challenging area, followed by an honest dialogue between an IT Director and a managing partner about working productively together.

Featured Speaker: **Michael Mills**, Kraft Kennedy, New York

Dialogue & Debate: **Peter Bier**, Chief Information Officer, Osler Hoskin Harcourt LLP, Toronto
Mark Young, Managing Partner, Cassels Brock & Blackwell LLP, Toronto

12:30pm-12:40pm Closing Remarks

SPEAKERS ARE SUBJECT TO CHANGE



2010 ORGANIZING COMMITTEE

Planning the CBA Conference on Law Firm Leadership takes time and dedication. We would like to introduce and thank the following leaders who agreed to be part of our organizing committee. Their collective experience across diverse segments of the legal profession helps us deliver the very best programming possible.

Conference Co-chairs:

Norman Bacal, National Co-Managing Partner, Heenan Blaikie LLP (Toronto)
Gary Luftspring, Partner, Ricketts, Harris LLP (Toronto)

Committee Members:

Joan Bercovitch, Associate Executive Director and Chief Strategy Officer, Canadian Bar Association (Ottawa)
John Coleman, Managing Partner, Operations, Ogilvy Renault LLP (Montreal)
Stuart (Kip) Cobbett, Former Managing Partner and Chief Operating Officer, Stikeman Elliott, S.E.N.C.R.L., LLP (Montreal)
R. Scott Jolliffe, Chair and Chief Executive Officer, Gowlings (Toronto)
Sarah MacKenzie, Professional Development Lawyer, Canadian Bar Association (Ottawa)
Robert Patzelt, Q.C., Vice-President, Risk Management and General Counsel, Scotia Investments Limited (Halifax)
Dale Ponder, Managing Partner, Osler, Hoskin & Harcourt LLP (Toronto)
Aviva Rotenberg, Director, Professional Development, Canadian Bar Association (Ottawa)
Michael Sherrard, Managing Partner, Sherrard Kuzz LLP (Toronto)
Wylie Spicer, Q.C., Partner, McInnes Cooper (Atlantic Canada)
Andrew Tremayne, Managing Partner, Emond Harnden LLP (Ottawa)
William Westeringh, Managing Partner, Fasken Martineau DuMoulin LLP (Vancouver)

CONFERENCE REGISTRATION

Thinking about bringing other members of your firm leadership or next in-lines? See our registration form for special rates.

Please see the conference registration form for full registration details, or visit www.cba.org/pd to register online.

PARK HYATT TORONTO

4 Avenue Road, Toronto, ON
Phone: (416) 925-1234
Web: www.parktoronto.hyatt.com

To reserve a room at the Park Hyatt, please contact the hotel directly and quote Canadian Bar Association Law Firm Leadership Conference to obtain the preferred rate. **The preferred rate is available until October 21, 2010** (subject to availability).

GENERAL INFORMATION

Dress code for the duration of the conference is business casual.

ACCREDITATION

The law societies of the following provinces and territories have approved or recognized this professional development program (the number of hours credited, where applicable, is indicated in brackets):

British Columbia (6.75 hours)
New Brunswick (6.75 hours)
Northwest Territories (6.75 hours)
Prince Edward Island (6.75 hours)
Québec (6.75 hours)
Saskatchewan (6.75 hours)

Registration Form

PARK HYATT TORONTO

4 Avenue Road, Toronto, ON

Phone: (416) 925-1234

Web: www.parktoronto.hyatt.com

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TRAVEL

Air Canada is the official carrier for all our CBA meetings. To receive a 10% discount, you must book your flight on-line at www.aircanada.ca and indicate **promotion code NQ6K4CRI**. The discount is not available if you call Air Canada directly.

CAR RENTAL

AVIS, the official rental car supplier of the CBA, offers several special rates. Call 1-800-331-1600 or visit www.avis.com to reserve your car. You must quote discount number **C136498**.

PERSONAL INFORMATION CONSENT

CBA's programs are supported by preferred suppliers, sponsors, and exhibitors. Subject to the following paragraph, I understand that the provision of contact information on this form constitutes my consent to such information being disclosed to the preferred suppliers, sponsors, and exhibitors of this program. For further information about the CBA's treatment of personal information, see members' Privacy Policy at www.cba.org.

By checking this box , I do not wish my contact information disclosed to the preferred suppliers, sponsors, and exhibitors of this program. I understand that my name will not appear on the delegates list.

REGISTRATION

Please submit payment along with a completed registration form to:

Nancy Fullerton

PD Coordinator, Canadian Bar Association

865 Carling Ave., Suite 500

Ottawa, ON, K1S 5S8 or

Fax: 613-237-0185

Email: nancyf@cba.org

Invoices will not be issued. Payment must be received prior to the conference. All receipts will be sent after the conference.

REFUND POLICY: There will be a 20% administrative charge for any cancellation received in writing prior to October 21, 2010. Refunds will not be given after October 21, 2010.

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	FEE
<input type="checkbox"/> CBA Members (First Delegate)	\$1495
<input type="checkbox"/> CBA Members (Second Delegate: 15 % discount)	\$1295
<input type="checkbox"/> CBA Members (Additional Delegates: 25 % discount)	\$1095
<input type="checkbox"/> Non-Members	\$2095

Conference registration includes all education sessions, materials and meals, including dinner with entertainment on the 22nd.

Additional Guest Tickets

Monday, November 22 - Dinner and Entertainment \$150

SUBTOTAL \$ _____

ADD: HST (13%) \$ _____

TOTAL \$ _____

CBA MEMBER NUMBER

Mr. Ms.

Surname

Given Names

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Address

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