

Because You're Worth It!

Realising your
true value

360 Legal Group
Annual Conference
and Awards Dinner

- The Belfry, near Birmingham
- 4th and 5th October 2012
- up to 9 SRA CPD hours



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So the new dawn we heralded at our 2011 annual conference has arrived. The first ABSs have been approved and announced, the new SRA Handbook incorporating outcomes-focused regulation has taken effect and those amongst you who have been chosen as COLPs and COFAs should be becoming familiar with the responsibilities you have assumed or had imposed on you.

For our 2012 annual conference we thought it was timely to examine what your law firm is actually delivering against this background and whether it has adapted to the more competitive environment it now faces. Because You're Worth It! But is that what your existing clients think about your firm and the services it provides or what a new client would say when he receives your first bill? Does your service offering have real quality and depth or is it only skin deep? Does your glossy website provide only a cosmetic overlay for the more mundane reality which lies beneath?

The impressive cast of speakers assembled by 360 Legal Group will examine the various aspects of what constitutes worth or value in a law firm. Do you just trot out the straight legal answer to your clients or do you add commercial value and provide business solutions in a way which they appreciate? Is that what clients expect of your law firm? How you place a financial value on the services you provide in an era in which there is increased competition from a variety of sources and the traditional hourly rate is becoming obsolete?

And if you are contemplating a merger, sale or acquisition how do you value your law firm or your chosen target firm? What value can be placed on that book of conveyancing files or that sizeable will bank or your loyal client relationships? Looking internally at the people who work in your firm, is it important for your financial and general well-being to live by a clearly defined set of core values or do you regard that sort of thing as mere trendy management speak?

By the end of our 2012 conference we think you should have a clearer idea of whether your law firm really is worth it in the broadest sense of that word. Additionally, we'll provide a perspective from the influential US legal market and tell you how a member of another profession has managed to adapt successfully to the competitive and regulatory changes which it has encountered in the UK. And so as not to disappoint you COLPs and COFAs we'll remind you what you should be doing to avoid those stringent penalties for non-compliance!



Because You're Worth It!

Day 1 – 9:30am start

Morning

Plenary sessions and exhibition

- **An update by Viv Williams and Steve Billot** on the legal market place and the opportunities and challenges posed.
- **What can we learn from the US legal market place?**
-what challenges and opportunities have US law firms faced and what have they done to overcome these. Chas Rampenthal from Legal Zoom offers his observations.
- **Adding value to your service and your bottom line**
– what will set you apart from the crowd? What can you do to make sure that your law firm continues to grow?
- **How have other professions adapted** to changes in their markets – dentist, Maria Hardman from 95 Dental in Oxford talks about her response to legislation within the dental market place and shares her story about how she has developed and grown her niche dental practice into the thriving business that it is today.
- **Rules and regulations** – we can't ignore the new handbook and the affect that this and the new COLP and COFA roles will have on the way that law firms run their practices.

Afternoon

- **Choose 2 workshops from our selection of 6.**
Choices range from a more in depth look at the role of the COLP and COFA to advice on protecting yourself and your firm with the right insurance to practical tips on marketing your firm and much more.

- There will be the opportunity to ask questions of today's speakers and a final session which will aim to instil confidence in the audience to put into practise their plans.
- The day's proceedings will be concluded with a drinks reception and networking opportunity.

Gala Dinner and awards ceremony

This provides the perfect opportunity for delegates to relax and unwind and chat with like minded colleagues about the points raised during the day. Following a sumptuous dinner provided by the hotel we will move into the awards ceremony where winners of the various categories will be announced. This will be followed by the evening's entertainment.

Day 2

Plenary session and one to ones

- The morning will see the return of our ever popular "member's spotlight" when members of 360 Legal Group share their experiences and ideas with the audience.
- This will be followed with optional one to one sessions with our speakers and representatives from 360 Legal Group. These 30 minute slots will enable you to ask for advice on more specific issues.

The event will close at 12:45 and everyone will depart ready to take their ideas back to the office on Monday morning.



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COST OPTIONS - Early Bird rate applies to all bookings made by Wed 19 September 2012

Full programme – day 1 / Gala Dinner /

Accommodation / Day 2

Standard rate £399 + VAT

Standard rate Early Bird £319 + VAT

Member rate £319 + VAT

Member rate Early Bird £255 + VAT

Day 1 only

Standard rate £199 + VAT

Standard rate Early Bird £159 + VAT

Member rate £159 + VAT

Member rate Early Bird £127 + VAT

Dinner only

Standard rate £68 + VAT

Day 1 and dinner

Standard rate £267 + VAT

Standard rate Early Bird £227 + VAT

Member rate £227 + VAT

Member rate Early Bird £195 + VAT

For other packages or combinations please contact rachel@360legalgroup.co.uk

Golf has not been included in the conference programme but can be arranged by delegates directly with the hotel if required



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Book online at www.360legalgroup.co.uk or complete and return the booking form with your payment