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The Managing Partners' Forum

Differentiating Your Firm in Today's World

October 24-25, 2005

The St. Regis, New York

Chairmen:



Ashish Nanda
Associate Professor
Harvard University
Graduate School of Business
Boston, Massachusetts



William J. Perlstein
Co-Managing Partner
Wilmer Cutler Pickering
Hale and Dorr LLP
Washington, DC



Aric Press
Editor-in-Chief
The American Lawyer
New York, New York

Conference Highlights Include:

- Re-Inventing Your Firm: Real Time Change
- Economics of Culture
- David vs. Goliath... Bigger Is Not Always Better
- To Merge or Not To Merge... That Is the Question
- Fast-Tracking Associates
- Creating a New Foothold for Your Firm
- Sustaining Excellence
- Inside the Minds of Our Clients
- Compensation: Mechanics, Metrics & Measurements
- Streamlining Your Firm's Business Processes
Through Outsourcing
- Achieving Differentiation Through Effective Marketing
- Pro Bono: Is Your Firm Involved?
- Technology Round Up

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The
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The Managing Partners' Forum

This Program is Designed for:

- Managing Partners
- Firm Chairs
- Executive Committee
Members

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Differentiating Your Firm in Today's World

Together, *The American Lawyer*, *Law Firm Inc.* and *Harvard Business School Publishing* have created the definitive event for managing partners and firm leaders!

ALM is the world's leader in legal industry information. Harvard Business School provides education and information to the world's business leaders. Together, this is an unparalleled combination.

In creating this unique and special event, we have assembled a faculty of the very best law firm leaders and advisors.

As firm leaders, the demands on you and your time are enormous. We know that you have many events from which to select. Why plan to be in NY on October 24 and 25 for our Managing Partner Forum?

Because this event is an unbiased, thought-provoking, paradigm-challenging exchange.

This is not your typical panel-after-panel-after-panel production.

After each presentation, the co-chairs will engage all delegates, the speakers and the audience, in an interactive question and answer session. The goal is to dig deeper, to learn why and how... which strategies have proven successful and which have failed miserably. Why is the firm special, has the firm differentiated itself and if so how?

Join us for this inaugural event and become a part of what promises to be the beginning of a long-standing tradition in law firm management training excellence.

As part of The Definitive Management Series – eight unique programs focused on the essential concerns of specific executive levels running today's firms – "The Managing Partners' Forum" is a two-day, information-packed program designed to address the financial needs of today's law firms.

The Managing Partners' Forum

October 24-25, 2005

The St. Regis, New York

Register today!

Call 800-888-8300 ext. 9191 / 212-313-9191

Chairpersons



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Chairman
Bose & Company
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Senior Executive Vice President and
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Chair, Dispute Resolution Practice
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Chairman and Managing Partner
of the Firm
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ALM is the world's leading integrated media company focused on the legal industry. **ALM** publishes 38 national and regional magazines and newspapers; hosts law.com and other practice-specific online properties; produces books and newsletters and provides research on the legal industry. **ALM Events** produces a dynamic array of conferences, seminars and trade shows including: The Definitive Management Series, IP Law & Business Briefings, The D&O Advisor Briefing, The East & West Coast General Counsel Conferences, LegalTech, T³ - Trial, Tactics & Technology, LegalSpace and a number of International Briefings. For a full listing of programs, please visit www.almevents.com

Agenda

Monday, October 24, 2005

8:30-9:00

Registration and Continental Breakfast

9:00-9:30

Welcome and Program Strategy & Goals

The Cohesion Dilemma

Firms grow, merge, recruit laterals, change direction. How then is it possible to hold on to those special qualities which differentiate *your* firm while discarding traditions that inhibit progress? Through these two days, law firm leaders, who have successfully helped lead change at their firms, will candidly address this dilemma and will share their insights into how to lead transformational change in successful law firms.

presented by

Ashish Nanda

Associate Professor
Harvard University
Graduate School of Business
Boston, Massachusetts

Aric Press

Editor-in-Chief
The American Lawyer
New York, New York

William J. Perlstein

Co-Managing Partner
Wilmer Cutler Pickering Hale and Dorr LLP
Washington, DC

9:30-10:45

ReInventing Your Firm: Real-Time Change

- How Milbank Tweed took off its white shoes and became a highly competitive business.
- How Orrick, a firm best known for west coast public finance work, became a national and now global player.
- How O'Melveny & Myers learned to focus.

presented by

Ralph Baxter

Chairman
Orrick, Herrington & Sutcliffe LLP
San Francisco, California

Arthur B. Culvahouse, Jr.

Chair
O'Melveny & Myers LLP
Washington, DC

Mel M. Immergut

Chairman
Milbank, Tweed, Hadley & McCloy LLP
New York, New York

10:45-11:00

Mid-Morning Break

11:00-12:00

How a Values-Based Culture Drives Economic Performance

- Culture as an expression of shared values
- Why values drive economics
- What values matter
- How to build a values-based culture

presented by

Gregory S. Gallopoulos

Managing Partner
Jenner & Block LLP
Chicago, Illinois

Patrick C. Oxford

Managing Partner
Bracewell & Giuliani LLP
Houston, Texas

12:00-1:30

Luncheon & Address

Doing Good To Do Well:

Using Pro Bono to Differentiate Your Firm

presented by

Michael Hertz

Founder
Pro Bono Net
New York, New York

James M. Neis

Managing Partner
Winston & Strawn LLP
Chicago, Illinois

Hosted by **TAX AND BUSINESS SERVICES**



1:30-2:00

Fast-Tracking Associates

In a firm like Susman Godfrey with a very short partnership track and, in which, a very high percentage of associates become partners, benefits of involving associates fully in the case acceptance process include:

- Helping them learn to evaluate potential cases which are good for them and good for the firm.
- Improving the quality of the case acceptance process, because our associates are really, really smart.
- Making associates feel more vested in the firm and its business success.
- Emphasizing to associates the trust and responsibility the firm places in them.
- Providing the associates opportunities to express and defend their views in a challenging but supportive environment, that is real, not pretend.

presented by

Neal S. Manne

Partner and Member of the
Executive Committee
Susman Godfrey
Houston, Texas

Agenda

2:00-2:45

David vs. Goliath... Bigger is Not Always Better

- Making the decision not to become a mega-firm
- Differentiating your firm
- Delivering exceptional client service
- Successfully competing with the mega-firms
- Attracting and retaining top talent

presented by

Candace K. Beinecke

Chair
Hughes Hubbard & Reed LLP
New York, New York

George A. Davidson

Chair, Dispute Resolution Practice
Hughes Hubbard & Reed LLP
New York, New York

2:45-3:45

To Merge or Not To Merge... That Is the Question

- Balance between profitability and professional satisfaction
- Owners' v. employees' mentality
- Partnering with clients v. servicing clients
- Increasing demands of client service relationships
- Cultural considerations
- Assessing the impact of market forces
- Long-term sustainability

presented by

Douglas M. Husid

Co-Managing Director
Goulston & Storrs
Boston, Massachusetts

Gregory B. Jordan

Chairman & Managing Partner
Reed Smith LLP
Pittsburgh, Pennsylvania

3:45-4:00

Afternoon Break

4:00-4:45

Creating a New Foothold

- New York, New York
- Talking about Tokyo

presented by

Randy Mastro

Partner and Member of the
Executive Committee
Gibson, Dunn & Crutcher LLP
New York, New York

Keith C. Wetmore

Chair
Morrison & Foerster LLP
San Francisco, California

4:45-5:30

Achieving & Sustaining Excellence

presented by

H. Rodgin Cohen

Chairman
Sullivan & Cromwell LLP
New York, New York

5:30

Cocktail Reception

Hosted by



Tuesday October 25, 2005

8:30-9:00

Continental Breakfast

9:00-10:00

A Defined Culture and Clear Strategic Objectives Equate to Stability, Desirability and Economic Success!

- Defining your culture
- Establishing your culture
- Creating your strategic objectives
- Implementing your strategic objectives
- Benefits
 - Harmony
 - Stability
 - Client development & maintenance
 - Desirability
 - Efficiency and productivity
 - Economic enhancement

presented by

Robert M. Dell

Chairman and Managing Partner of the Firm
Latham & Watkins LLP
San Francisco, California

Martin Frederic Evans

Presiding Partner
Debevoise & Plimpton LLP
New York, New York

Mark D. J. Henley

Managing Director
Smythe Masterson & Judd, Inc.
New York, New York

Bart H. Williams

Co-Managing Partner
Munger Tolles & Olson
Los Angeles, California

10:00-11:30

Partner Compensation: How High is Up?

Balancing needs of top rainmakers with your best lawyers. Managing partner compensation issues in a multi-state, multi-country firm. Strategic direction and how it impacts partner compensation. Partner compensation approaches at three major firms.

Agenda

Presented by

J. Warren Gorrell, Jr.
Chairman
Hogan & Hartson L.L.P.
Washington, DC

Todd S. Lundy

Lead Managing Director
Law Firm Strategy Group
American Express Tax & Business Services
Chicago, Illinois

Lee I. Miller

Co-Chief Executive Officer
DLA Piper Rudnick Gray Cary
Chicago, Illinois

Paul Wickes

National Managing Partner
Linklaters
New York, New York

11:30-11:45

Mid-Morning Break

11:45-1:00

The Outsourcing Imperative: Why Make it When You Can Buy It?

American industry learned long ago that it is often cheaper to buy higher-quality services than it is to provide those services themselves. Outsourcing is not new, only the moniker and the buzz about it are.

Until recently, law firms (if they outsourced at all) outsourced things that they could count; copies, delivery runs, boxes of records.

Now some firms have outsourced large sections of their administrative services with dramatic results. Steep reductions in employee turnover, higher-quality service provided to clients and attorneys, and significant cost savings have been achieved by the panel firms.

The panel will explore the evolution of law firm outsourcing, share their experiences and look into the future.

presented by

Vincent M. Bell

Director of Administration
Akin Gump Strauss Hauer & Feld LLP
New York, New York

P. Douglas Benson

Chief Operating Officer
Orrick Herrington & Sutcliffe LLP
New York, New York

Arlen Henock

President
Pitney Bowes Legal Solutions
Standford, Connecticut

J. Mark Santiago

Managing Director
International CoSourcing Group
New York, New York

1:00-2:30

Luncheon & Panel Discussion

Inside The Minds of Our Clients

presented by

Moderator

Robin Sparkman

Editor-in-Chief
Corporate Counsel Magazine
New York, New York

Panel

Alan N. Braveman

Senior Executive Vice President and
General Counsel
The Walt Disney Company
Burbank, California

Jonathan D. Schwartz

Executive Vice President & General Counsel
Cablevision Systems Corp.
Bethpage, New York

2:30-3:00

Key Technology Trends in Practice and Case Management

- Technology and the business and practice of law
- Investing in automation
- Case management – recreating the case file
- Practice management – advanced research and knowledge sharing

presented by

Kingsley Martin

Senior Director, West km
Thomson Elite
Chicago, Illinois

3:00-4:45

Achieving Differentiation: An In-Depth Interactive Workshop

There's a lot of talk from clients, recruits, associates and partners about the need for striving towards a differentiated firm. What is differentiation and how is it achieved?

In this highly interactive session, Partha Bose, who has been a Partner at McKinsey & Company, a Senior Partner at The Monitor Group, and Chief Marketing Officer of Allen & Overy will explore criteria that differentiate firms.

Key areas to be examined include:

- What does differentiation mean to your firm?
- What are other firms doing?
- Lessons learned from other professional services firms
- How does your firm work?
- How do you sell?
- How do you recruit people?
- What content do you produce?
- What is your process for innovation?
- What are the customer satisfaction reviews telling you?
- Are you creating a unique experience for your clients? How?
- Processes and systems for clients
- What is YOUR firm good at?
- What is the basis for differentiating YOUR firm?

Registration

Differentiated firms attract the best talent, charge the highest fees and create an internal environment where everyone feels challenged, excited and well rewarded. Achieving differentiation isn't easy, but it's also not incredibly difficult if the institution has the desire, capabilities and the appetite for achieving it. Most important, differentiation is about what comes most naturally to a firm. Attend this session and learn how to differentiate your firm!

presented by

Partha P. Bose
Chairman
Bose & Company
London, United Kingdom
and Boston, Massachusetts

4:45

Conference Adjourns

How To Register

- Phone: 800-888-8300, ext. 9191 or 212-313-9191
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When you register by phone, fax, or e-mail, please give the following information: the name of the seminar; the dates and location and the code above your name on the mailing label.

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(Group of 3 or more)

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We certify that this seminar has been approved for MCLE credit by the State Bar of California in the amount of 12 credit hours. ALM is a State Bar of California provider.

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Conference Handbook & CDs

CDs of the conference and the handbook of written materials are available for purchase. Residents of CA, CT, DE, FL, GA, IL, MA, NJ, NY, PA, TX and Washington DC, please add appropriate sales tax.

To order these items, simply check the appropriate box on the registration form and provide credit card information or payment. All meeting materials will ship within six weeks of the conference.

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Substitutions may be made at any time. Cancellations are accepted and registration fees refunded (less a \$100 cancellation fee) if notice is received in writing by October 12, 2005. If cancellation is received after October 12, 2005 the fee will be applied toward another upcoming ALM event.

If, for any reason ALM Events cancels this conference, it is not responsible for any costs (including travel and hotel accommodations) incurred by the registrant.

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