

Two-day conference  
May 23-24, 2007  
Chicago, IL

Book before  
March 23, 2007  
to receive your  
10% early bird  
discount

**Earn CLE Credits:** Ark Group is happy to provide all necessary documentation to facilitate and fulfill requirements for CLE accreditation

Managing Partner Magazine's 2nd Annual

# PRACTICE GROUP LEADERSHIP FORUM

Cultivating the Client-Focused Firm Through Proactive Leadership at the Strategic Business Unit

A two-day conference designed to help you:

- Develop strong and cohesive practice groups that can positively impact and enhance client satisfaction
- Utilize client teams to attract the highest "net value" clients
- Hold lawyers accountable for their commitment to building the practice
- Transform practice group managers into business leaders, cultivating your leadership pool for the future
- Develop & implement effective practice group business plans
- Communicate team strategy holding group members accountable for achieving team and economic goals

Hear speakers from:

BAKER & DANIELS LLP

DLA PIPER US LLP

HINSHAW & CULBERTSON LLP

HOLLAND & HART LLP

ICE MILLER LLP

JENNER & BLOCK LLP

LOEB & LOEB LLP

POWELL GOLDSTEIN LLP

REED SMITH LLP

EDGE INTERNATIONAL

AND MANY OTHERS...

Researched by:

**Managing**PARTNER

Produced by:

**ark**  
G R O U P

For full details of Ark Group's forthcoming events, please visit [www.ark-group.com](http://www.ark-group.com)

Managing Partner Magazine's 2nd Annual

# PRACTICE GROUP LEADERSHIP FORUM

Cultivating the Client-Focused Firm Through Proactive Leadership at the Strategic Business Unit

## Managing PARTNER

Why do managing partners at leading Legal 500 law firms subscribe to Managing Partner?

Because Managing Partner acts as their essential guide to strategic practice management. Each issue of Managing Partner is written with the specific purpose of helping you maximize profitability, improve client relationships, increase marketability and brand recognition, deliver your core services at the highest standard, and stay ahead of the competition.

Featuring case studies and in-depth articles from managing partners and senior lawyers, leading academics and consultants, the magazine provides an essential guide to the running of the modern law firm.

Subscribers to Managing Partner are part of one of the most informed communities in their profession because Managing Partner is not just a magazine, but a comprehensive law-firm management resource.

Contact Gia Decicco on: +1 773 529 5750 quoting PGL-MP and subscribe for \$345 (normal price \$495)

Ark Group & Managing Partner Magazine's 2nd Annual **Practice Group Leadership Forum** - taking place May 23-24, 2007 in Chicago, IL, will provide meaningful interaction as attendees discuss and evaluate the cornerstones of accountability, commitment and leadership within the context of various criteria by which practice group leader's performance can be measured.

Drawing on a myriad of talent and expertise from law firms of various shapes and sizes, the **Practice Group Leadership Forum** will represent a critical roadmap for firms seeking to create strong, cohesive practice groups that positively impact and enhance client satisfaction, while cultivating a leadership pool for the future.

This forum - consisting largely of practice group heads, client team leaders, and senior and managing partners - will provide a unique, interactive opportunity for attendees to learn directly from their peers and leading practitioners as they illustrate best practices through real-world, case study presentations.

### Keynote Speaker Biographies:

#### Brian Burke:

In 2006, Brian began his eighteenth year in a leadership position at Baker & Daniels. Elected to the firm's Management Committee in 1990, the firm appointed him Managing Partner in January 1993. Brian is the firm's CEO and ultimately is responsible for providing effective, efficient service to clients from five offices in Indiana and Washington, D.C., and its offices in China, and through B&D Consulting, the firm's national multi-disciplinary team of government affairs, health reimbursement, media and public relations professionals.



Brian has led the firm's expansion geographically across Indiana and within China. In addition, he helped to conceive and implement initiatives to improve and expand service to clients, to accommodate more flexible work schedules for the firm's attorneys, to raise the firm's visibility in the markets that it serves, to enhance the firm's support of the communities in which its offices are located and to plan for the future needs and interests of Baker & Daniels and its clients.

#### Gregory S. Gallopoulos:

Gregory S. Gallopoulos is the Managing Partner of Jenner & Block and is a member of the Firm's Litigation Department. He is Co-Chair of the Firm's Tax Controversy Practice and a member of the Firm's Government Contracts and Tax Practices. Mr. Gallopoulos is AV Peer Review Rated, Martindale-Hubbell's highest peer recognition for ethical standards and legal ability.



Mr. Gallopoulos has spent all 21 years of his professional career at the Firm, and for the last several years has been a part of its senior management. Currently, Mr. Gallopoulos serves as Chair of the Firm's Management Committee and serves as an ex officio member of its Policy Committee. Working as part of an inter-disciplinary team, Mr. Gallopoulos counsels clients regarding tax controversies. His prolific trial practice has covered a broad range of business and tax litigation.

Team Discounts are available on bookings of two or more people

## Day One: Wednesday, May 23, 2007

8:30am Registration & Breakfast

9:00am Chairperson Opening Remarks:

*Patrick J. McKenna, Partner, **Edge International***

9:15am KEYNOTE:

### **Accountability Principles: Holding Professionals Accountable For Their Commitment to Building the Practice**

- Goal setting: A collaborative process through which the lawyer and practice leader identify and agree on appropriate, realistic, and measurable goals
- Focus on execution: Progress assessment, identifying course corrections or adjustments, encouraging effective execution
- Reward systems: Integrating the firm's compensation system with goal-setting and practice building efforts to promote accountability
- Long-term commitment: Are processes user-friendly? Do they consume disproportionate amounts of practice leaders' or professionals' time?

*Brian K. Burke, Chair & Chief Executive Officer, **Baker & Daniels LLP***

10:15am

### **Maintaining (and Growing) a Personal Practice as a Practice Group Leader**

This segment will explore the intricacies of both segregating and integrating practice management, client development and professional performance to meet revenue-driven goals and to achieve maximum career satisfaction. Virtually all facets of practice group management provide a segway for this discussion, including recruitment of outstanding professionals, ultimate "team" concepts, peer-level management, maximum utilization of human resources, unrelenting client-service initiatives and the humility of success.

*Michael A. Wukmer, Partner practicing in the Competitive Business Practices Litigation and Private Equity and Venture Services groups, **Ice Miller LLP***

11:00am Morning Networking Coffee Break

11:30am

### **Differentiating Your Practice or Industry Group in Today's Market**

This session will focus on proven tools and techniques for increasing brand recognition and gaining greater client share in today's crowded marketplace.

Topics to be covered include:

- Name awareness and brand building strategies
- Internal selling and information sharing
- Client development techniques
- Benchmarking and measuring ROI

*James D. Taylor, Partner & Chair, New York Entertainment Department; Chair, Advertising & Promotions Law Practice*

*Group, **Loeb & Loeb LLP** & Jennifer Manton, Chief Marketing Officer, **Loeb & Loeb LLP***

12:15pm Networking Luncheon

1:15pm PANEL DISCUSSION:

### **Practice Group Leadership: What Does This Really Mean?**

- What precisely is the job?
- How you add value?
- How you get people to accept your influence?
- How you develop personal credibility?

Moderated by:

*Patrick J. McKenna, Partner, **Edge International***

2:15pm

### **Strategy & Tactics: Implementing Diversity from the Practice Group Vantage Point**

The best law firms tend to focus considerable energy on improving diversity through a variety initiatives at all levels, ranging from appointment of a director of diversity to awarding law school scholarships and internships, but how much emphasis is placed on advancing such initiatives at the practice group level, where we necessarily focus on business development and profitability? This presentation will cover:

- Ideas for enhancement of diversity at the partner, associate, and staff levels
- Substantive Mentoring
- Anticipating and diffusing backlash
- Avoiding employment and morale pitfalls

*Perry A. Napolitano, Partner, Practice Group Leader, Litigation Financial Services, **Reed Smith LLP***

3:00pm Afternoon Networking Coffee Break

3:30pm

### **Developing & Implementing Effective Practice Group Business Plans**

- Keys to Practice Group plans that actually get implemented
- Gaining participation from most if not all members of the Practice Group
- Assessing the firm's market position
- Incorporating feedback from senior firm management to the Practice Group

*C. Scott Greene, Partner & Practice Group Leader Business Litigation & Arbitration Practice, **Powell Goldstein LLP**, & Erin Corbin Meszaros, Marketing Director, **Powell Goldstein LLP***

4:15pm Chairperson Closing Remarks

*Patrick J. McKenna, Partner, **Edge International***

4:30pm Close of Day One/Networking Reception

## Day Two: Thursday, May 24, 2007

8:30am Registration & Breakfast

9:00am Chairperson Opening Remarks:

*Patrick J. McKenna, Partner, **Edge International***

9:15am KEYNOTE:

### **How to Most Effectively Utilize Client Teams to Attract the Highest "Net Value" Clients**

- Integration: Providing the best the firm has to offer
- Contact: Cementing the relationship at multiple points
- Communication: Anticipating the client's needs
- Perspective: Knowing the client's business
- Enthusiasm: Tapping team energy

*Gregory S. Gallopoulos, Managing Partner, **Jenner & Block LLP***

10:15am

### **Exploring the Relationship between Compensation and Risk Management in the Practice Group Context**

Lawyers within law firms tend to be competitive and, at least in part, often act for pecuniary gain. They will therefore tend to favor activities that generate income and to avoid those that do not. Compensation structures within law firms can therefore have a significant impact on whether the behavior of lawyers individually and/or firms institutionally, is risk-prone or risk-averse in many areas, including:

- Collegiality
- Adherence to ethical obligations
- Client hoarding or sharing
- Training
- Selection of new clients
- Management of the firm
- Quality of services provided

The intended and unintended consequences of different compensation systems will be examined in the context of these behaviors and activities.

*Anthony E. Davis, Partner, **Hinshaw & Culbertson LLP***

11:00am Morning Networking Coffee Break

11:30am

### **Economic Goals and Budgets: Understanding and Managing Your Group's Financial Performance**

- Setting revenue goals for the Practice Group

- Tracking achievement of revenue generation through hours and realization rates

- Reviewing and controlling the expenses of the Practice Group
- Measuring profitability of clients and engagements

*Edward H. Flitton, Of Counsel, **Holland & Hart LLP***

12:15pm Networking Lunch

1:15pm

### **Practice Group Reporting: Using Metrics to Increase the Bottom Line**

- Measuring the profitability of each group and the amount of revenue contributed
- Teaching and encouraging lawyers to cross sell
- Developing the right metrics and increasing group profitability
- Gaining participation from most if not all members of the Practice Group

*Jolene Overbeck, Chief Marketing Officer, **DLA Piper US LLP***

2:00pm Afternoon Networking Coffee Break

2:30pm PANEL DISCUSSION:

### **Communication & Integration: Strategic Initiatives and Support between the Practice Group and Managing Partner**

- Contending with group size when groups become unwieldy
- Methodologies for having practice group leaders share successes and keep everyone apprised of their efforts
- Communicating among geographically diverse offices

Moderated by:

*Patrick J. McKenna, Partner, **Edge International***

3:30pm Chairperson Closing Remarks/Wrap-up Discussion

*Patrick J. McKenna, Partner, **Edge International***

4:30pm Close of Conference

### **About Ark Group:**

Ark Group is a leading provider of straightforward business information. Through our 4 core divisions (Information Management, Legal, Finance & Risk, and Government) we are dedicated to capturing, communicating and sharing objective experience and research, helping our clients to make real impact on their organisations and markets.

Within each division our products are widely recognised as market leaders our clients look to us for insight and ideas.

It is our goal to help professionals and organisations work more intelligently by delivering reliable information and techniques that can be used to benchmark, instigate, develop and improve fundamental business processes and procedures. This constant re-assessment and peer analysis is vital to ensure organisational competitiveness and efficiency.



For more information about our events and publications please visit: [www.ark-group.com](http://www.ark-group.com)



## Practice Group Leadership Forum May, 23-24, 2007

PLEASE COMPLETE  
IN BLOCK CAPITALS

Delegate 1

Delegate 2

Delegate 3

Name

Job Title

Organisation

Address

Zip Code

Phone

Fax

E-mail

Signature

I have read and accepted the booking conditions

Your ref:

Please note: payment must be received in full prior to the event to guarantee your place

Two-day conference only \$1795

### How to save money on this conference:

1. Book before March 23, 2007 to claim your 10% early bird discount\*
  2. Book in groups, please call for a group discount
  3. Take out a subscription to MP magazine and receive a 10% discount
- Contact Peter Franken on +1 773 529 5750 or email pfranken@ark-group.com

Card type







Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Conferences USA)

Please invoice me

#### Booking conditions

1. Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.
2. In the event of the booking not being accepted by Ark Group the total amount will be refunded.
3. Payment must be received in full prior to the course.
4. All speakers are correct at the time of printing, but are subject to variation without notice.
5. If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
  - n Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
  - n In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
  - n For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
6. All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
7. All cancellations must be received in writing.
8. Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the program.

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

PLEASE NOTE: Ark Group cannot be responsible for assisting potential delegates in obtaining visas to the country in which this event is being held. Delegates are responsible for their own travel, accommodation and visa requirements.

### Event venue and accomodation

Hotel rooms will be made available at preferential rates on reservations made up to four weeks prior to the event.

For more information, please contact Kara Pliscott on +1 773 529 5750 or email kara@ark-groupusa.com

### Can't make the event?

#### Conference documentation is available!

If you can't take full advantage of this event, the conference documentation gives you a useful record of the presentations made at the event for your reference. The set of speakers' slides is available after the event at US \$295

Contact: Peter Franken  
Tel: +1 773 529 5750  
Email: pfranken@ark-group.com

For further details on other events run by Ark Group, please visit [www.ark-group.com](http://www.ark-group.com)

### Training courses

Ark Group can provide bespoke training courses on any of our conferences. For more information please contact Kevin Klein, Head of Event Production: [kklein@ark-group.com](mailto:kklein@ark-group.com)

### Exhibition and sponsorship opportunities

If you are interested in sponsoring or exhibiting at this event, for further information please contact: Michelle Elam on +1 773 529 5759 or email [melam@ark-group.com](mailto:melam@ark-group.com)