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- Need Assistance with your  
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- Legal Service White Paper

Links of Interest:

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- [LexisNexis](#)
- [Conscious Solutions](#)
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## LawTech Futures 2012 Future of Legal Technology

LawTech Futures 2012 is the event for an evolving world of legal technology that is currently experiencing the biggest generational sea-change in nearly 20 years.

LawTech Futures 2012 aims to break the mould of the traditional and often mundane legal IT event with an exciting new format and bold approach to event programming that will set a new benchmark in the delivery of legal technology events and exhibitions.

With three stages delivering multi-stream conference sessions, keynote presentations, panel discussions, interviews, debates and interactive demonstrations, this futuristic conference and exhibition will bring together some of the most highly respected professionals from both the legal and commercial technology worlds to unveil a range of cutting-edge processes and platforms that will drive law firms and legal businesses into the next decade and beyond.

Taking place at the Victoria Park Plaza, London on the 15th March 2012, this groundbreaking one day legal IT event and exhibition will not focus on solving yester-

day's problems. With technology moving forward and old systems becoming distant memories, this event will explore and showcase the new range of innovative technologies that will be essential to meet the demands of tomorrow's legal landscape.

If you embrace legal technology and how technology will impact the future of your practice, then this is the ultimate legal technology event of 2012.

**SPECIAL OFFER:** To kick off the promotion of LawTech Futures to Orange Rag blog readers and Netlaw Media's QB readers, we are offering 100 double passes (worth £490.00 + VAT each) free-of-charge to the first 100 law firms or in-house legal departments (non sponsoring Consultants & Vendors will incur a charge) [to register](#) for the event. The special offer registration code you need to enter onto the LawTech Futures website is **LTicomp100**



### Cogence - A Search for Excellence

What distinguishes Cogence Search from our peers is the model of providing lead consultants in each practice area each of whom has 10 or more years experience in private practice in the area (s) in which we provide search services. We believe that our clients deserve, and will come to expect, the same level of sector specific expertise from their recruitment and search partners as their clients expect from them.

Our shared experience of candidates' practice areas provides us with a basis for discussion with potential laterals that simply does not exist for less ex-

perienced consultants.

Because we have all worked in private practice and specifically within the areas in which we provide search services, we do not require a lengthy explanation of the type of candidate required for a role and can identify the right candidates with minimal client instruction.

We believe that our deep connection with each practice area allows us to access candidates who would not otherwise be accessible and to save our clients time by only interviewing candidates who are right for the role.

## Netlaw Media Legal Media & Events

Over 300 people due to attend.

Speakers include:

- **Charles Christian** — Managing Director, Orange Rag / Legal Technology Insider (Chair)
- **Gerd Leonhard (Keynote)** — Business Futurist (Keynote)
- **Dr. Patrick Dixon (Keynote)** — Global Trends & Futurist
- **Chris Bull** — Principal, Edge International
- **Chris Cann** — Founder, Cann Consultancy
- **Andrew Haslam** — Founder, AllVision Computing
- **Nils Breidenstein**—VP & Associate General Counsel, Invensys
- **Kevin Green** — Senior Counsel, Europe, IBM UK
- **Paul Richards** — Solutions Consultant, Clifford Chance
- **Tim Cheadle**— General Manager Enterprise Solutions, LexisNexis
- **Mike Barry**—Senior VP, Aderant
- **John Young** — Co-Chair, Hogan Lovells

Cogence Search lead members are:

- Mark Husband,  
Executive Director
- Christian Kelly,  
Head of Insurance
- Peter Rouse,  
Senior Consultant
- Alec Harvey,  
Senior Consultant
- Grahame Warby, Consultant

For further information, or to discuss your requirements Tel: 0207 264 4920



**To become a successful leader you need to incorporate & truly understand three main points ..**

## The Commercial Lawyer of Today...

As a representative of Netlaw Media, I was invited to attend the [Directors Roundtable](#) breakfast meeting on 10<sup>th</sup> November to celebrate the achievements of an exceptional General Counsel Simon Evans of a FSTE / NASDAQ listed company, 'ArcelorMittal', one of the largest steel manufacturers in the world with 22,000 employees.

As an unassuming lawyer when taking centre stage, his message was very clear, to succeed and become a successful leader, you need to incorporate & truly understand three main points:

**One:** Commercial Drive and that means in Simon's words 'work life balance, I can't comment at the moment', for me this means, true personal dedication and that means personal imbalances are needed to ensure your career and business objectives are met.

**Two:** Understanding of an organisation and if you, like me have read Charles Handy's works on 'Understanding Organiza-

tions', it is not just understanding management, budgeting, marketing and operations including implementation of technology but also its people and how to get the best out of your team and the people around you for the benefit of the company.

**Three:** Leadership. Simon runs a legal department of 12 lawyers and what is most inspirational, is that his team is diverse and incorporates 10 different nationalities. For a company this allows best practice to be shared between them across the 20 countries his business operates in, which in turn allows the company and its clients to benefit from their combined business and legal experience as he puts it: 'Business Counsellor & Legal Advisor'.

One thing that springs to my mind is that it is not just large companies that can achieve this vast wealth of knowledge but smaller companies to.

To be a successful commercial lawyer in this market running any

type of practice (Private Practice Firms, Chambers or Corporates), one does not just need to understand their perspective areas of law but have the leadership and passion to listen to those around you for new ideas and incorporate them into the business, and yes I said business not practice for this is what a law firm essentially is.

To understand the people around you and truly understand how a 'company' can run, will then allow the practice to become competitive under a leader who can make good use of the best that its people can give to you and your company including secretaries, managers, partners and even clients through [service initiatives](#) and therefore ensure that the company can survive against heightened competition, Sovereign and European financial distress, which can cause the imbalances we have seen in the Global Trading Market place of today. By Frances Anderson, Managing Director

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**Netlaw Media**  
Legal Media & Events



## Partners Club Becomes UK's Leading Networking Group for Top Legal Professionals

**220 Partners Club Members, one great venue, the crème de la crème of the UK legal sector and TotallyLegal, the UK's top job site for legal professionals.**

Written by TotallyLegal

That pretty much sums up the success the first Partners Club event that took place on 15th September at the Holborn Bars in London. TotallyLegal sponsored the premier networking event which was attended by leading Law Firms, Barristers' Chambers and Corporates. We are thrilled to have been part of it and are hoping to see the popularity of the Partners Club continue to grow among the country's leading legal professionals.

Partners Club is London legal media and events organization Netlaw Media's newly formed networking group for law firms and legal management, who are still marveling at the turnout and overall popularity of the Partners Club, which had 220 members sign up in less than seven weeks.

"Partners Club is designed as a platform for senior representatives to network and build professional relationships whilst developing

business opportunities in a time when many firms and businesses within the legal sector are under pressure to sustain revenue and growth", says Frances Anderson, Managing Director of Netlaw Media.

Senior representatives from over 130 Law Firms, 35 Barristers Chambers and 45 Corporates with over 70% of members from law firms with over 21 Partners registered with the Partners Club. In addition, the club also has several Global, General, European and Senior Counsels from some of the world's biggest corporates registered with them.

Netlaw Media is seeking to make the Partners Club, the largest networking group for law management in Europe within the next 6 to 12 months and hopes to raise the number of members to 400 by January 2012.

Partners Club Networking Events are open to law firm CEOs, COOs, Managing Partners, Senior Partners and Partners, as well as Heads of Chambers, QCs, Chambers Directors, Corporate Presidents & Vice Presidents, Corporate Counsels and Directors of Legal Affairs & Legal

Departments within Corporates & Governments.

Partners Club Networking Events offer an exclusive opportunity to relax, network and build relationships with other like-minded professionals at unique venues & locations throughout London and the UK.

**The Next Partners Club Networking Event is scheduled to take place on 2nd February, 2012 at the Haberdashers Hall in London.**

*Should you wish to attend Partners Club Networking Events and fit within the 'eligible criteria', register by visiting the Netlaw Media website or contact the Club's Membership Manager on Tel: +44 (0)20 3176 4200.*



Connect with us on LinkedIn

## Event Management & Corporate Event Service by Netlaw Media

As one of the legal sectors most successful event management organisations, Netlaw Media offers the services of a dedicated events management team to construct, promote, manage and execute events on behalf of law firms, corporates, associations and organisations.

Netlaw Media's bespoke event management service:

- Events
- Conferences
- Exhibitions
- Corporate Retreats
- In-house Seminars
- Dinners
- Awards Ceremonies
- Product & Service Launches

Netlaw Media has the experience, contacts and solutions to develop and deliver the perfect event to meet your individual requirements and aspirations.

Contact Netlaw Media on Tel: +44 (0)20 3176 4200





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“Innovation distinguishes between a leader and a follower”

Steve Jobs, Co-Founder, Apple 1955–2011



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## FEATURED BLOGS

**Government acted lawfully in changing measure of inflation for public sector pensions, court says... By Out-Law.com**

In a [majority judgment](#) (39-page / 368KB PDF), Lord Justice Elias said that it would have been "remarkable" if Parliament had intended to exclude "any price index which attracts widespread support from professional economists in the field" from consideration as a measure of inflation...[More](#)

**Tesco (Ireland) Law? By John Flood**

Ireland is about to head towards Tesco Law. Turns out that Tesco is in Ireland also, so that helps. Last Friday (25 November) I spoke at a conference at University College Dublin on [Regulating the Legal Profession](#).

Ireland has introduced its own [Legal Services Regulation Bill](#) ([PDF of Bill here](#)) which is based on a [report by the Irish Competition Authority](#) published in 2006...[More](#)

## PRIVATE PRACTICE BLOGS

**Legal Aid Cuts Proposal Attracts Criticism In House of Lords ... By JMW**

On Monday the controversial Legal Aid, Sentencing and Punishment of Offenders Bill received its second reading in the House of Lords. The reading sparked a lengthy debate about the impact the passing of the Bill could have on access to justice. The Bill proposes a complete overhaul of the legal aid system and would mean that legal aid is no longer routinely available for most private family law cases, clinical negligence, employment, immigration, some debt and housing issues...[More](#)

**Debate Report – Could Television Regulation Save The Press? – Judith Townend By... Inforrm Blog**

Tuesday night's panel at Westminster University couldn't even agree on the virtues of television journalism, let alone whether the PCC was dead in the water...[More](#)

## CORPORATE COUNSEL BLOGS

**Ireland: the Central Bank's fitness and probity regime By Corporate Law and Governance**

The [Central Bank](#) has published the final version of its *Guidance on Fitness and probity Standards*, in respect of the new regime which came into effect on 1 December: see [here](#) ([pdf](#))...[More](#)

**Microsoft's Digital Crimes Unit Talks Cybercrime with "Worm" Author Mark Bowden... By Microsoft on the issues**

I recently had the privilege and pleasure of joining author Mark Bowden and New York Times technology reporter John Markoff at the [Computer History Museum](#) in Mountain View, Calif., where we spoke about Mark's new book, [Worm: The First Digital World War](#). ...[More](#)

## THE BAR BLOGS

**Strasbourg is not the Vatican...yet...By UK Human Rights Blog**

Behind the Times paywall Anthony Lester today declares that "Sniping at Strasbourg will only hinder reform". In his guest column, he says that Court is suffering unfair criticism from "sections of the British media" and "politicians who accuse it of over-reaching its power"...[More](#)

**Government U Turn on the office of Chief Coroner...By piBLAWG**

Those of you who have any regular involvement in or contact with the coronial process will no doubt have shared my sinking feeling when it was announced during the bonfire of the quangos that the office of Chief Coroner was not going to be implemented. ...[More](#)

## PUBLIC & GOVERNMENT BLOGS

**No win, no fee deals may ease fears over court costs...By Access to Justice Action Group (AJAG)**

Concern over the cost of going to court is preventing many small firms from pursuing their legal rights in business disputes.

Research by business dispute consultancy John Kennedy shows that more than half of company owners said cost was the factor that would prevent them from suing...[More](#)

**Migration: breaking the deadlock...By mrn migrants' rights network**

As the Global Forum on Migration and Development prepares to meet in Geneva, an attempt has been made to break the deadlock between civil society and governments over rights vs security in migration policy...[More](#)



## CXinLaw — 'Perfecting Customer Service Experience in Law Firms'



In the first study of its kind for the legal sector, research carried out by CXinLaw suggests that it's the overall customer service experience that law firms provide their clients - that will be a key success factor that differentiates the 'best from the rest' in a changing legal market.

The report has been produced by CXinLaw, an innovative partnership between customer experience experts, Potentio, and Netlaw Media, a specialist legal information, education & training organisation.

The result is a wake up call for the legal sector. Up to two thirds of phone calls either did not go through

to a legal adviser or were poorly handled. Likewise, during the conversation only one third of secret shoppers felt they were given adequate time and guidance to talk about their requirement. Coupled with data suggesting only 7% of secret shoppers felt that the service they received was 'outstanding', and the extent of the opportunity to attract, retain and grow client share was diminished, due to the service they received.

Carl White, Partner at CXinLaw said, "The study highlights that the industry still needs to recognise and appreciate the impact client service can make. It is a key differentiator that can make or break a firm, particularly in light of recent legislative changes, including ABS, as well as a down turn in consumer confidence. Our evidence proves there is a dramatic

difference between the service aspiration of many firms, and the day-to-day reality."

Frances Anderson, Partner at CXinLaw added, "Amid a high degree of competition, it is imperative legal advisors work on the skill of selling and differentiating themselves when dealing with and talking to prospects. Our study revealed about 55% of advisors in Top 100 and regional firms either did not help the caller to make a decision to buy or the selling component didn't seem to matter to them".

Carl White continues "We know from research conducted by TARP, Bain & Co, ECSW and our work across sectors, that cutting-edge service data such as that provided in the new white paper, combined with a practical strategy and implementation will

help firms realise up to 50% extra profit by retaining just 5% of their clients through outstanding service."

The Customer Experience Revolution report identifies when, where and how service can be improved in firms with secret shopping insight and valuable direction for service differentiation. 'The Customer Experience Revolution' is an essential platform for truly understanding and delivering a customer-focused business model in the legal sector today.

'The Customer Experience Revolution' is available to purchase for £195.00+VAT. To receive your copy or for more information, please visit us at [www.netlawmedia.com/cxinlaw](http://www.netlawmedia.com/cxinlaw) or call 020 3176 4271.



Netlaw Media is an established UK based legal Information and education organisation incorporated to deliver world class events, conferences and training programs to the UK, European and Global legal sectors.

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Company / Twitter Name	Followers
<b>Netlaw Media</b>	<b>37,056</b>
Legal Week	11,989
Law Society Gazette	10,821
The Lawyer	8,951
The Law Society	7,973
Legal Twitt	7,223
Lawyers Weekly	6,236
The College of Law	4,770
Lawyer2b	3,061
ALM Events	825

\*All figures correct as of 5th December 2011, source: Twitter.com