

2

One-day conference plus one-day masterclass
12-13 November 2008, London

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Managing Partner magazine presents

Knowledge capture and retention in law firms

Extracting, capturing and
reusing lawyer knowledge and
know-how effectively

Expert contributions from:

Linklaters LLP

Goodwin Procter LLP

Pinsent Masons LLP

Nabarro LLP

Berwin Leighton Paisner LLP

BCM Hanby Wallace

Hill Dickinson LLP

A one-day conference designed to help you:

- » Make knowledge sharing the norm to foster a knowledge sharing culture
- » Embrace the latest and most successful knowledge capture tools and techniques
- » Capture the knowledge and know-how of new and departing lawyers
- » Conduct effective deal debriefs and capture post-matter expertise

MASTERCLASS

Demonstrating the value of KM in law firms

Maximising and communicating the value of your KM initiatives and team

Masterclass Leader:

Heather Robinson, Head of Information Services, Bevan Brittan LLP

Researched by:



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KNOWLEDGE CAPTURE AND RETENTION IN LAW FIRMS - WEDNESDAY 12 NOVEMBER 2008

The most successful law firms are those that are able to effectively capture and reuse lawyer knowledge, know-how and expertise. Given that almost all firms have access to the same external information resources to aid their business and their clients, the real competitive advantage that any firm has rests with its ability to capture and retain the knowledge and know-how that lawyers create, acquire and apply in the undertaking of client matters and schemes.

In a slower market, it is imperative that knowledge creation and capture is fully exploited to maximise any lawyer free time. And with increasing numbers of lawyers moving between firms, while capturing any new knowledge and know-how is extremely valuable, protecting existing knowledge and know-how from walking out of the door, through lawyers taking material with them or as a consequence of losing lawyer expertise, is essential for the competitiveness of the firm.

Managing Partner magazine's **Knowledge capture and retention in law firms** conference will examine how best to create, capture and retain knowledge and know-how by hearing from those who are leading the way and driving

innovation in this field. By delving beyond the theory deep into the practical application of what actually works and what doesn't, delegates will leave this event inspired and armed with a wide range of practical ideas to implement in their own firm. Highlights include:

- **Linklaters LLP**; fostering a knowledge sharing culture where lawyers regularly contribute without having to be constantly chased
- **Goodwin Procter LLP**; utilising the latest tools and techniques to facilitate knowledge sharing, capture and retention
- **Pinsent Masons LLP**; conducting effective deal debriefs and capturing post-matter expertise
- **BCM Hanby Wallace**; managing knowledge capture and retention with lawyers joining and leaving the firm

Don't miss this unique opportunity to hear the latest thinking and ideas to maximise your firm's ability to capture and reuse lawyer knowledge, know-how and expertise.

09:00 Registration and refreshments

09:30 Chair's opening remarks

David Smith, Head of Information Services, Hill Dickinson LLP

09:45 Fostering a knowledge sharing culture where lawyers regularly contribute without having to be constantly chased

- » Developing a culture that places great importance on KM contribution; securing partner support and rewarding and incentivising lawyers
 - » Understanding human nature and championing behavioural change
 - » Identifying and breaking down the barriers which prevent people from sharing knowledge
 - » Successful, tried and tested methods for securing KM contributions
- Tim Castorina, Managing Professional Support Lawyer, Linklaters LLP*

10:30 Utilising the latest tools and techniques to facilitate knowledge sharing, capture and retention

- » Examining and reviewing new techniques and tools:
 - Social software, wikis and blogs
 - Document management platforms and collaborative workspaces
 - Automatic RSS feeds
 - Live meetings
- » Connecting with the "Facebook generation" and understanding how communication, expectations and attitudes are changing
- » How will these tools change the law, legal practice and how we manage knowledge?

Douglas E. Cornelius, Senior Real Estate Attorney & KM Attorney, Goodwin Procter LLP & author of the blog, KM Space

11:15 Morning coffee break

11:45 Conducting deal debriefs and capturing post-matter expertise

- » Is there a formula to figure out how often and in what format successful deal debriefs should take place?
 - » Forming a debrief checklist of questions
 - » Securing fee earner support to dedicate time after each deal
 - » Extracting transaction expertise to develop new solutions for clients
- Sarah Cameron, Legal Director & PSL & Jane Gallacher, Senior Associate & PSL, Pinsent Masons LLP*

12:30 Examining swift and effective processing of KM contributions

- » Reviewing, validating and applying KM contribution quality control to secure maximum value
- » Sanitising, indexing and uploading contributions on to your KM system
- » Is indexing still necessary and does it add value in light of increasingly sophisticated search technologies?

- » Managing information to maintain confidence in the system and a lawyer's willingness to contribute
 - » Disseminating information around the firm
- Mark Collins, Head of Knowledge, Nabarro LLP*

13:15 Networking lunch break

14:15 Extracting and capturing knowledge found in social software tools

- » How are firms making the most of social software tools?
 - » How can you extract structured information? Applying quality controls to ensure maximum value is extracted
 - » Indexing, archiving and disseminating the information
- Neil Richards, Consultant & co-author of KnowledgeThoughts.com*

15:00 Afternoon coffee break

15:30 Managing knowledge capture and retention with lawyers joining and leaving the firm

- » Capturing new lawyer knowledge and know-how effectively
 - » To what extent can you use know-how from a lawyer's previous firm?
 - » How can you get around copyright and confidentiality issues?
 - » Obtaining new lawyer feedback on your KM processes and systems
 - » Persuading and incentivising departing lawyers to share their knowledge and contribute to know-how
 - » Checking your data and information agreements with regards to what departing lawyers are allowed to take with them
 - » Securing your firm's information and protecting your KM system
- Aideen Hanley, Knowledge Management Director, BCM Hanby Wallace*

16:15 Examining knowledge capture and retention in a slower legal market

- » How will KM be affected in a slower market?
 - » How can you work smarter if your firm's investment in KM dries up?
 - » Leveraging the most value out of your current systems and processes
 - » Making the best use of your resources while they're available
 - » Promoting and raising KM awareness and conducting internal PR
- Elizabeth Thompson, Associate Director, Head of Real Estate Knowledge Management, Berwin Leighton Paisner LLP*

17:00 Chair's closing remarks

17:15 Close of conference

For a list of our latest events

DEMONSTRATING THE VALUE OF KM IN LAW FIRMS - THURSDAY 13 NOVEMBER 2008

"... Access to other, more traditional sources of competitive advantage is increasingly open to all, at least in principle. The capital markets have recognised this trend by placing substantial premia on companies with demonstrable intellectual assets. And these companies, the markets and their other stakeholders in turn are looking for ways to value such assets in a meaningful and reliable way."

Tony Powell, (1999) "Valuation of intellectual capital"
Chapter 7 to *Liberating Knowledge*, CBI business guide.

Demonstrating the value of your KM initiatives is an ongoing challenge for knowledge managers. Difficult market conditions present the need to safeguard your position and the position of the KM team, but they also provide opportunities to reinforce the message that KM assets are an essential element of the firm's market value and can contribute to the success of the business. The introduction of the Legal Services Act and the general economic downturn mean that convincing partners of the commercial benefits of each initiative and the value each practitioner brings to the business is essential to both the future of the KM team and the competitiveness of the firm.

Led by **Heather Robinson, Head of Information Services for Bevan Brittan**, this masterclass will demonstrate how to measure and demonstrate the value of your KM initiatives and the value of the KM team. Heather will share proven strategies for linking KM initiatives with business objectives to provide real business benefits and identify areas where you can really add value and communicate your role and the profile of the team.

About your masterclass leader:

Heather Robinson has over 20 years' experience in the fields of knowledge management and information science. As Head of Information Services at Bevan Brittan, she is responsible for defining and implementing the firm's knowledge management initiatives and has used her experience to build and coach effective Professional Support and Library teams and to develop successful Know-How systems.



Between 2003 and 2005, Heather was visiting lecturer of Knowledge Management at the University of Bristol. She is the author of a number of publications and recently wrote the Knowledge Management chapter for the Law Society's *Practice Management Handbook*.

Bevan Brittan LLP is a national firm developing innovative legal solutions across a number of sectors, public and private. Our lawyers work across the whole of the UK from offices in London, Bristol and Birmingham. The firm place particular emphasis on its profound market knowledge in its four core, cross-sectoral markets: health, government, housing and is gaining an increasing reputation for specialist work for FTSE 350 companies. Within these broad markets, Bevan Brittan has an impressive range of sector specialists covering the full range of legal skills and experience needed to provide in-depth, often highly particular, expertise and advice in the commercial and regulatory context of the client's business.

09:30 Registration and refreshments

10:00 Introduction and welcome

10:15 Assessing the need to demonstrate the value of KM

- » Understanding your firm's business model
- » Defining value and the business results that equate to value
- » Who do you need to demonstrate value to and why?
- » Understanding the needs of the business and each practice area
- » Managing expectations

11:15 Morning coffee break

11:30 Identifying and evaluating your KM assets

- » Conducting a KM audit and taking stock of your initiatives and resources
- » Identifying which KM initiatives produce hard business results
- » Measuring the tangible and intangible to demonstrate hard benefits
- » Establishing a return on investment

12:30 Networking lunch break

13:30 Recognising where you can add value

- » Assessing requirements to maximise the value of your current KM initiatives
- » Defining KM strategy, objectives and aims to match activity to need
- » Creating roles and responsibilities that add value to the business
- » Leading and rewarding knowledge workers
- » Defining a step-plan to realise the benefits of KM activities

14:45 Afternoon coffee break

15:00 Communicating the value of your KM initiatives and your KM team

- » Understanding and using the culture of the firm to secure firm-wide buy-in and firm-wide KM understanding
- » Raising awareness and the profile of your KM initiatives and team – safeguard your positions!
- » Engaging senior managers and partners in understanding how knowledge management initiatives will bring value to the firm

15:45 Summary

16:00 Close of masterclass



The first independent magazine designed specifically to help law firms develop, promote and maintain a knowledge sharing culture that makes a significant contribution to profitability and efficiency. Each issue of *KM Legal* is written with the specific purpose of helping you:

- Improve quality of information
- Preserve the firm's knowledge
- Increase efficiency
- Promote skill-sharing

Take out a subscription to *KM Legal* and receive a 10% discount off the price of the conference.

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One-day conference

12 November 2008, London

Demonstrating the value of KM in law firms

One-day masterclass

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