

2nd annual

Acquiring and Retaining Legal Talent

Building a Leading Talent Management Policy to Compete in the 21st Century Legal Marketplace

EARN SRA CPD CREDITS

Stockholm, Sweden

13th & 14th November 2008

Attending this premier **marcus evans** conference will enable you to:

- **Understand** the current situation on the talent legal market
- **Realise** the necessity for purposeful and successful talent acquisition and retention
- **Discover** how to best approach and motivate the most talented individuals
- **Utilise** firm's future needs while taking into consideration expectations of lawyers and legal professionals
- **Establish** functional retention strategies
- **Tackle** all challenges related to the HR management in various countries of operations
- **Implement** a diversity policy as a mean to attract a wide range of potentials to serve your diverse client portfolio

Learn from Case Study Presentations:

- How **Garrigues** reduce attrition rates through attractive flexible working time schemes
- Introducing and securing the work/life balance and maternity programmes as implemented by **Mannheimer Swartling**
- Exploring **White & Case** approach to business process outsourcing in law firms

Early Bird Special Offer:

Book by 03/10/2008 and Save 10 %

Preferred Partner:



Corporate Exhibitor:



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Motivate and Retain Your Best Talents

to Bring Your Law Firm to the Next Level

Master all legal talent management tactics



In the Chair, Day 1:

Constanza Vergara
Corporate Director
Perez Llorca

In the Chair, Day 2:

Peter Kessels
Human Resources Manager
Stibbe

marcus evans Expert Speakers Include:

Karin Medved
Human Resources Director
Schoenherr

Gina – Marie Tondolo
Marketing Director
Schoenherr

Linda Vandevelde
Human Resources Manager
Cleary Gottlieb Steen & Hamilton LLP

Inga Masjule
Regional HR Manager EMEA
White & Case

Jill King
Global HR Director
Linklaters

Lotta Oscarsson
HR Manager
Mannheimer Swartling

Katinka Nicou
Founder
Integrate OD

Lourdes Ramos
Human Resources Director
Garrigues

Marcus Franks
Co-Head of Global Human Resources
Shearman & Sterling LLP

Virpi Outila
HR Manager
Hannes Snellman Attorneys at Law Ltd

Constanza Vergara
Corporate Director
Perez Llorca

Peter Kessels
Human Resources Manager
Stibbe

Irma Balsover
Human Resources Director
Vegas Lex Russia

Anne-Marie Dijkhorst
Human Resources Manager
Horlings

Day 1

13th November 2008

Booking Line

Tel: +44 (0) 20 3002 3377

Fax: +44 (0) 20 3002 3016

www.marcusevans.com

08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

Constanza Vergara
Corporate Director
Perez Llorca

09.15 **Keynote Presentation**

Current Threats and Opportunities to Competitive Talent Management in Law Firms

- The irreversible developments that impact law firm management today
- The fundamental needs that, when unmet, drive associates' decision to leave
- A holistic approach to talent retention in law firms – fostering the loyalty, advancement, and success of the next generation law firm leaders

Katinka Nicou
Founder
Integrate OD

MARKET CYCLE IMPACTS AND FUTURE RECRUITMENT NEEDS IN LAW FIRMS

10.00 **Case Study**

Modern Legal Recruitment: From First Contact to Contract!

- When does recruiting start, the process of recruiting
- How to successfully recruit, costs of recruiting
- Why marketing has to sell what HR buys

Karin Medved
Human Resources Director
Schoenherr

Gina – Marie Tondolo
Marketing Director
Schoenherr

10.45 Morning Coffee and Networking

11.15 **Case Study**

Creative Recruitment Strategies: Attracting and Securing Talent or Making Your Firm the Winner in Recruitment

- Lessons to learn when tackling recruitment in law firms
- How to attract junior lawyers in a highly competitive market
- Do firms need a long-term recruitment plan?

Linda Vandevelde
Human Resources Manager
Cleary Gottlieb Steen & Hamilton LLP

FUTURE TRENDS AND CHALLENGES IN THE HUMAN RESOURCE FUNCTION IN THE LEGAL SPHERE

12.00 **Case Study**

Current Status of the Human Resource Function and Its Role in Law Firms in the Future

- Strategic role of HR personnel in the legal marketplace
- HR as an agent of critical talent management initiatives
- The sphere of HR responsiveness and self actions and its influence on the business needs

Jill King
Global HR Director
Linklaters

12.45 **Panel Discussion**

Debating the Importance of Recruitment given the Changing Market Conditions and Evaluating Current Needs in the Legal Sphere

- Current trends affecting recruitment needs and strategies
- Evaluating traditional recruiting methods and their current effectiveness
- Identifying issues high on law firm's priority list

Panellists:

Karin Medved
Human Resources Director
Schoenherr

Gina – Marie Tondolo
Marketing Director
Schoenherr

Linda Vandevelde
Human Resources Manager
Cleary Gottlieb Steen & Hamilton LLP

13.30 Luncheon

Business Development Opportunities:

Does your company have solutions or technologies that the conference delegate would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting

Mr. Nathan Stevens, Sponsorship Manager, **marcus evans** Prague
Tel: +420 255 707 225, Fax: +420 225 707 232
E-mail: NathanS@marcusevans.cz

RETENTION MECHANISMS FOR THE 21ST CENTURY LAW FIRM

14.45 **Case Study**

Creating a Framework for the Retention Process in Order to Motivate Best Talents

- Standard retention tactics used in the market
- Alternative ways of approaching legal potentials with retention objectives
- Mastering challenges related to identifying the firm's needs, lawyers' needs and matching these requirements

Peter Kessels
Human Resources Manager
Stibbe

15.30 **Case Study**

Career Development Policies, Mechanisms and Methodologies

- How far can you go and how to work your way up to the top
- Career progression diagrams – from a legal trainee to a partner
- Applying a variety of motivational tools – promoting ambition to enable opportunities
- Teaching legal employees how to delegate

Irma Balsover
Human Resources Director
Vegas Lex Russia

16.15 Afternoon Tea and Networking

16.45 **Case Study**

Building External and Internal Communication Policy to Support Retention Goals

- Considering internal communication as a critical success factor for law firms today
- Current communication challenges faced by law firms
- Creating successful communication flow
- Implementing external and internal communication plans

Constanza Vergara
Corporate Director
Perez Llorca

17.15 **Panel Discussion**

Debating Successful Retention Strategies and Challenges of the Changing Market Conditions

- How to establish a consistent retention strategy regardless of market conditions
- How to be able to attract the right people for your firm, especially lateral hires
- Best practices – panelists' experience

Moderator:

Katinka Nicou
Founder
Integrate OD

Panellists:

Karin Medved
Human Resources Director
Schoenherr

Gina – Marie Tondolo
Marketing Director
Schoenherr

Linda Vandevelde
Human Resources Manager
Cleary Gottlieb Steen & Hamilton LLP

18.00 Closing Remarks of the Chair

18:15 End of Day One

Acclaim for our Event:

"Brilliant conference. Brilliant speakers. Brilliant content."
HR Manager, **Linklaters**

"Yes. Excellently planned and executed conference."
HR Director, **Norton Rose LLP**

"Interesting topics covered by experienced by expert speakers willing to share their experiences freely, very well organised."
Head of HR Development, **Clifford Chance LLP**

"I really appreciated the high standard of the conference and all the efforts of Marcus Evans team behind it. The result was incredible. I hope to join other sessions in the future."
HR Manager, **Domansky Zakrzewski Palinka**

"I was happy to be able to attend the event and would like to have a chance to participate in the like events in future."
Human Resources Manager, **Magister & Partners**

"Great experience. I recently joined and therefore discovered HR within law firm. Gave me a lot of ideas."
European HR director, **Orrick**

14th November 2008**Booking Line**

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08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

Peter Kessels

Human Resources Manager

Stibbe**ENHANCING WORKLIFE BALANCE INITIATIVES**09.15 **Keynote Presentation****Securing Work/Life Balance and Maternity Coaching**

- Balancing the demand of the job and work obligations with outside family commitments
- Allowing alternative work schedules
- Providing in-home or center-based emergency back up child care
- Introduce family friendly employment benefits

Lotta Oscarsson

HR Manager

Mannheimer Swartling10.00 **Case Study****Positioning Your Firm as a Leader through Flexible Employment Schemes**

- Reducing attrition rates through attractive flexible working time programmes
- Managing the client relationship and workload as a subject to careful analysis
- Identifying the negative effects of flexible plans in the law firm

Lourdes Ramos

Human Resources Director

Garrigues

10.45 Morning Coffee and Networking

11.15 **Case Study****Partnership Management and Human Resource Challenges Related to that**

- Changing perspectives
- Understanding women and men partners and their needs
- Creating a special framework to keep those talents on board
- Challenging the business model
- Implementing an action plan

Marcus Franks

Co-Head of Global Human Resources

Shearman & Sterling LLP12.00 **Panel Discussion****Analysing the Growing Role of Women in the Legal Profession and the Changing Expectations**

- Understanding the importance of women in the legal business
- Implementing and launching new programmes to help female staff make their way up through a traditionally male-dominated profession
- Discussing the most common related challenges

Linda Vandevelde

Human Resources Manager

Cleary Gottlieb Steen & Hamilton LLP**Lourdes Ramos**

Human Resources Director

Garrigues**Inga Masjule**

Regional HR Manager EMEA

White & Case**Virpi Outila**

HR Manager

Hannes Snellman Attorneys at Law Ltd

12.45 Luncheon

Preferred Partner:

As the legal industry experiences both increasing competition and talent turnover, law firms to which the Human Capital is the most valuable asset face a range of issues pertaining to acquiring and managing top talent and developing new competitive knowledge.

Integrate OD offers Human Resources Consulting, Leadership Development programmes and Executive Coaching specifically tailored to address today's challenges to Talent Management in law firms.

A law firm, as a network of knowledge professionals, holds its ultimate potential in the relationships within and around the firm and the way knowledge is most effectively utilised. Our range of programmes aim to align professionals' various roles and performance with their firm's strategic goals, with focus on enhancing working relationships, creating new knowledge, and generating new possibilities for the organisation. We also include follow up efforts post-intervention to foster relationships and support implementation of opportunities that arise for the benefit of the firm.

BUSINESS PROCESS OUTSOURCING IN THE LEGAL SPHERE14.15 **Case Study****Business Process Outsourcing in Law Firms. Is HR next?**

- Developing HR shared services model for your law firm
- In-sourcing vs. out-sourcing
- Setting up an HR support centre overseas – White & Case experience
- Challenges developing and managing HR services globally

Inga Masjule

Regional HR Manager EMEA

White & Case**EXECUTING EFFECTIVE PERFORMANCE MANAGEMENT SCHEMES**15.00 **Case Study****Developing Best Practices in Performance Management and Leadership Development Systems**

- Coping with the challenges of effective performance measurements
- 360 feedback feedback and performance management solutions to help achieve measurable results
- Creating and launching programmes to obtain standardised data and information

Virpi Outila

HR Manager

Hannes Snellman Attorneys at Law Ltd

15.45 Afternoon Tea and Networking

LEGAL AND FINANCIAL TALENT MANAGEMENT16.15 **Case Study****Differences between Acquiring and Retaining Talent in the Legal and the Financial Area**

- Specifics of Legal and Financial Talent Management
- What can they learn from each other?
- Are the areas competitive?

Anne-Marie Dijkhorst

Human Resources Manager

Horlings

17.00 Closing Remarks of the Chair

17.15 End of Conference

SRA CPD Credits:

marcus evans is an authorised provider under the UK Solicitors Regulation Authority CPD Scheme (Ref: DDJ/MAEV). Attending this conference qualifies you for up to 8 SRA CPD Credits. Certificates of attendance will be available to all delegates, so that they may claim credits in respect of other continuing professional development requirements.

Corporate Exhibitor:

The sourcing of suitable candidates is a crucial part of the recruitment and retention process – and needs to be approached in a methodical way by people with in-depth knowledge and a vast network of contacts. AP Legal, which operates globally, is a specialist division of AP Group, with a dedicated team of experienced recruitment consultants who, between them, have over 20 years' experience in the legal recruitment sector. Spending a great deal of time meeting candidates and clients around the world has provided the consultants with comprehensive knowledge of the markets, enabling them to provide the very best service. AP Legal handles placements from newly qualified through to partner level.

Corporate Documentation Package Sponsor:

The company was founded 2001 and is now one of the leading legal recruitment firms in Sweden. Our office is located in Stockholm. We are a small specialised, committed and delivery focused firm with high discretion. We promote confidentiality in an often sensitive market to maintain long lasting collaborations with high quality clients. We combine real law experience with real recruitment experience. Our customers are law firms as well as companies and we work with both selection and search to find the best candidates for the positions. Synk Juridik is a recruitment company with a wide network of contacts in the legal sector and by choosing Synk Juridik you will receive a personal, flexible and competent recruiting partner. We assist clients in recruiting: Partners, Associates and Junior Associates, General Counsel, Legal Counsel, In-house Lawyers, Contract Managers, Paralegals, Compliance Officers, For more information please contact rosita.von.feilitzen@synk.se, cell phone. +46 73 540 5707, www.synk.se

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Stockholm, Sweden

13th & 14th November 2008

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 Please note that an Early Bird Discount only apply to bookings made prior to 03/10/2008.

METHODS OF PAYMENTS

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- Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above) Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
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- Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
- Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.

Why You Must Attend:

This **marcus evans** conference will embrace all key topics affecting the success of law firms in the 21st century - recruitment strategies, lateral hires, retention policies, learning and development – as well as new emerging topics like competitive intelligence, special focus on work/life balance, maternity coaching and diversity issues. Law firms still continue to search for the best talent and primarily aim to be able to retain the best talents on the market in their firm. This is the biggest challenge of all. Attendees will be able to get a grasp of the best practise stories on the market – particularly on how to overcome these challenges, how to implement new retention strategies and how to motivate the best legal talents on board to help business growing and expanding.

Who Should Attend?

HR or Managing Partners from Law Firms:

- Managing Partner
- HR Director
- HR Assistant
- HR Development Manager
- Head of HR
- Head of Recruitment
- Head of Education or Training
- Head of Training and Development
- Head of Competitive Intelligence

If you would like further information about the event or information about how to book, please contact:

Charlène Feynerol, Marketing Manager
 Tel: +44 0 20 3002 3377

CharleneF@marcusevansuk.com

Complimentary Accommodation Booking Service:

Should you require accommodation whilst attending a **marcus evans** conference, please do not hesitate to contact our accommodation agent Travelocity who will be more than happy to make a reservation for you. Please quote the name of the **marcus evans** conference you are attending.

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