

- Create a standard proposal process

Audience: This session would appeal to international audiences who have a working knowledge of the RFP process, but anyone wanting to learn about this subject could benefit.

Speaker:



Maggie Watkins is the Chief Business Development & Marketing Officer at Bradley Arant Boult Cummings LLP, a regional law firm with 450 attorneys located in seven offices across the Southeast. She is responsible for all of the firm's business development, marketing and communications initiatives. She has more than 25 years of experience in strategic planning, marketing, public relations, communications, community relations, sales and business development, and client relations expertise. Watkins is a past President of the Legal Marketing Association (LMA) and the Association of Accounting Marketing (AAM).

- 60 Minutes
- CPE Field of Study: Business Management & Organization
- International Session

Location: Room 803

OM32: The Paperless Office – You Can Do It!

Wednesday, May 21 10:30 AM - 11:45 AM

Every law firm wants to be more efficient and save money with each new initiative. Going paperless sounds great, but how do we get there successfully? This session will outline the process from concept to implementation, from creating a strategic plan to gaining acceptance of the plan that will prepare you to take the next steps.

Objectives:

- Examine the implementation process (timeframes, scanning, document-naming and storing, and backup)
- Create a checklist for readiness
- Discuss the ethical issues involved in digital documentation
- Compile the steps for working out any firm-specific procedural issues

Audience: This session would appeal to international audiences who have a working knowledge of document management.

Speaker:



Deborah Novachick, Strategic Automation Consulting, San Francisco, specializes in advising law firms and corporate and government legal departments in the strategic use of technology. Her involvement is prized in situations where strategic thinking and understandable explanations are highly valued, and where deep practical experience, objectivity, and wide familiarity with systems and operations promote high-impact results. Her background of more than 20 years includes having worked at Hildebrandt, Altman Weil, and Morrison & Foerster, and presenting at national and international ABA, ALA and ILTA educational programs.

- 75 Minutes
- Audience: Intermediate
- CPE Field of Study: Business Management & Organization
- International Session

Location: Room 717

CM32: Global Leadership - Think, Lead & Act Strategically

Wednesday, May 21 10:45 AM - 11:45 AM

As any chess master will tell you, in order to dominate you MUST proceed strategically! To have influence in your firm you must think, lead and act like a chess master. Through identification of ways to incorporate strategic awareness and ethical management into business decision making, you will receive a framework to raise the global awareness in your firm no matter where it is located. You will also discover how to evaluate issues through various lenses, challenge assumptions, envision possibilities and anticipate obstacles so that you can have greater influence in an ever-changing competitive landscape.

Objectives:

- Discuss the definition of strategy as it relates to leadership of law firms
- Identify ways of shifting process thinking into strategic thinking
- Determine key stakeholders
- Evaluate ways you can have greater influence in your firm

Audience: This session would appeal to an international audience who are seasoned law firm leaders, including managing partners and senior administrators, but anyone wanting to learn about this subject could benefit.

Speakers:



Karen MacKay, MBA, CHIC, is President and Founder of Phoenix Inc., and is a Fellow in the College of Law Practice Management. With expertise in strategy, leadership and professional talent, she is renowned and respected within the legal community for her knowledge, integrity and flexibility in the face of its ever-changing business priorities. An advisor, speaker, facilitator and writer, MacKay has authored many articles that have been published in the U.S., the U.K., Canada, Australia and Europe.

John Zettler, consultant with Phoenix Legal, has more than 15 years of human resources experience combined with an Executive MBA from the Sobey School of Business at Saint Mary's University of Halifax. He has a unique mix of strategist and business acumen, process manager,