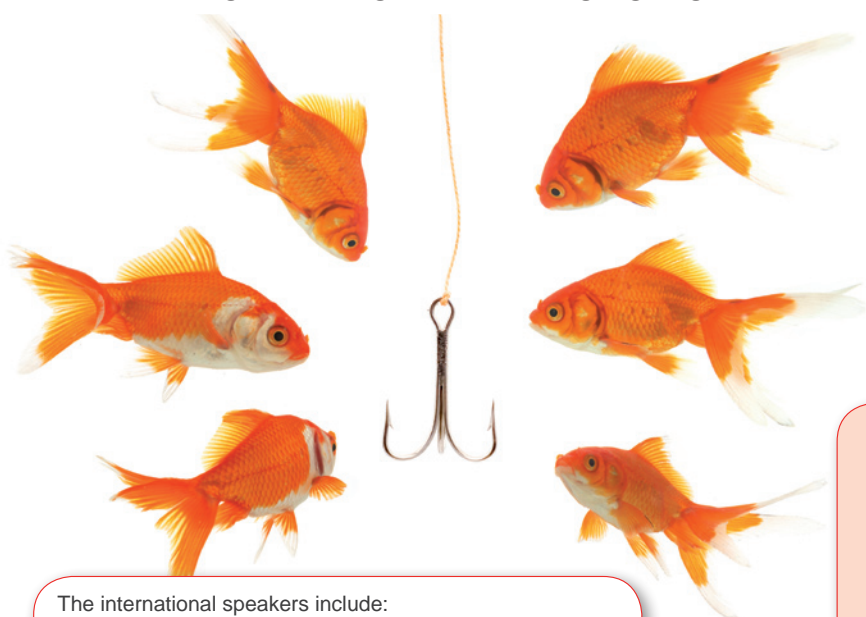


# The future is here: managing legal services within a changing world

International Legal Summit 2011

Join leading lawyers from across Spain, Portugal plus around the world to discuss the increasing challenges of managing legal services during difficult economic times:



- Strategy & Leadership
- Client Relationships
- Finances & Pricing
- Talent & Motivation

The international speakers include:

- **Richard Susskind**, independent adviser to law firms and governments, a world specialist in legal technology for over 25 years and author of *The End of Lawyers? Rethinking the Nature of Legal Services*
- **Peter Cornell**, Managing Director, Terra Firma; former Global Managing Partner of Clifford Chance
- **Neville Eisenberg**, Managing Partner, Berwin Leighton Paisner
- **Reena SenGupta**, founder RSG Consulting, creator *The Financial Times Innovative Lawyers Report*

Hear from leading experts from across Spain and Portugal, the US, UK and Europe including international General Counsel and law firm leaders from:

Allen & Overy, Berwin Leighton Paisner, Clifford Chance, Cleary Gottlieb Steen & Hamilton, Deutsche Bank, Eversheds, Freshfields Bruckhaus Deringer, General Electric, Linklaters, Nabarro, Nokia, Royal Bank of Scotland, Santander, Simpson Thacher & Bartlett, Tyco International.

The summit begins with keynote speeches and panel discussions, to be followed by the Gala Lunch and a series of interactive afternoon training workshops. Issues to be addressed include:

- **The Financial Crisis:** What has been the impact on legal services?
- **A New Landscape for Legal Services:** What are the challenges to law firms?
- **The Knowledge Challenge:** Determining the right price for legal services?
- **The New In-House Lawyer Role:** Are we seeing the clients' revolution?
- **Compliance and Corporate Governance:** A new world of regulation?
- **Talent:** How to motivate and manage young lawyers?



FINANCIAL TIMES  
Innovative Lawyers  
GALA LUNCH



Pestana Palace Hotel, Lisbon, March 22nd, 2011

Support Sponsors:



Summit Sponsors:



Following the financial crisis the legal landscape has changed more quickly than anyone could have imagined. The difficult economic times are clearly bringing new challenges. If some lawyers are embracing change, others are suggesting it will be “business as usual” once the situation improves.

New research, presented at the conference, points to difficult times ahead with a permanent change in the traditional balance of power between General Counsel and the external law firms advising them. Some suggest that we are now experiencing a “revolution” in the delivery of legal services?

All sessions will be interactive and participatory with lawyers sharing their views on the challenges ahead. Panel members will include:

- **Antonio Alves**, General Counsel, Portucel Soporcel Group
- **Jorge Bleck**, Senior Partner - Lisbon, Linklaters
- **Luis Brito Goes**, General Counsel, José de Mello
- **Pedro Cardigos**, Managing Partner, Cardigos
- **Maria da Cunha**, General Counsel, British Airways (TBC)
- **Paul Dan**, Senior Regional Counsel - France / Iberia, Tyco International
- **Stephen Denyer**, Global Markets Partner, Allen & Overy
- **Kevin Doolan**, Partner, Head of Client Relations, Eversheds
- **John Ericson**, Partner, Simpson Thacher & Bartlett
- **Olga García González**, Head of Legal - London, Banco Santander
- **Andrea Gomes da Silva**, Partner, Freshfields
- **Enrique González-Díaz**, Partner, Cleary Gottlieb Steen & Hamilton
- **Michael Hales**, Chair International Committee and European Group, Nabarro
- **Jochi Jiménez**, General Counsel, AVM
- **Silvia Madrid**, Head of Legal - Spain & Portugal, Royal Bank of Scotland
- **Manuel Martín**, Managing Partner, Gómez-Acebo & Pombo
- **Rui Mayer**, General Counsel, GALP
- **Filipa Mendes Pinto**, Founding Partner, FIND
- **Diogo Perestrelo / Maria João Ricou**, Co-Managing Partners - Lisbon, Cuatrecasas, Golçalves Pereira
- **Pedro Pérez-Llorca**, Managing Partner, Pérez-Llorca
- **Pedro Rebelo de Sousa**, Managing Partner, Sociedade Rebelo de Sousa
- **Joan Roca**, Managing Partner, Roca Junyent
- **Francisco Sá Carneiro**, Founding Partner, Campos Ferreira, Sá Carneiro & Associados
- **Jose María Segovia**, Senior Partner, Uría Menéndez
- **João Soares da Silva**, Co-President and Co-Managing Partner, Morais Leitão Galvão Teles Soares da Silva
- **Manuel Santos Vítor**, Co-Managing Partner, PLMJ
- **Miguel Teixeira de Abreu**, Founding Partner, Abreu Advogados
- **Manuela Vasconcelos Simões**, Head of Legal - Portugal, Deutsche Bank
- **João Vieira de Almeida**, Managing Partner, Vieira de Almeida
- **Michael J. Willis**, Partner, Davis Polk Wardwell

## The future is here: managing legal services in a changing world

### 09.00 Registration and networking breakfast

**09.30 Conference opening**  
Peter Cornell, Conference Chairman

### 09.45 – 11.00 Session 1 The financial crisis: what has been the impact on legal services?

Keynote Speech – Neville Eisenberg, Managing Partner, Berwin Leighton Paisner

- How is the crisis affecting the provision of legal services?
- What are the changing needs of clients?
- What is the current impact on law firms?
- Which strategies are being most successful?
- What types of law firms are in the best position?

### 11.30 – 11.45 Networking coffee break

**11.45 – 13.00 Session 2  
A new landscape for legal services: the end of lawyers?**  
Keynote Speech – Professor Richard Susskind

- Are we seeing a revolution (or evolution) in legal services?
- What are the challenges ahead?
- Is the balance of power swinging towards in-house lawyers?
- Can technology solve the “more for less” challenge?
- Who are the new competitors to law firms?

**13.00 – 14.30  
Financial Times Innovative Lawyers’ Gala Lunch**  
The founder of the *Financial Times Innovative Lawyers’ Award*, Reena Sengupta, will present her personal reflections and conclusions from the 2010 award results and recognise the achievements of the in-house lawyers and law firms across Spain and Portugal.

- What is innovation within the legal context?
- Why lawyers need to innovate?
- Who are the most innovative Spanish and Portuguese lawyers?

A series of **parallel** workshop sessions will address the challenges raised by the morning sessions in practical terms.

### 14.30 – 16.00 then 16.15 – 17.15

**Workshop 1  
The lawyer of the 21st century: the clients’ revolution?**

Reena SenGupta will present and discuss – together with a panel of Spanish and Portuguese General Counsel and Managing Partners - the results of her groundbreaking new research on behalf of Eversheds.

- What are the current priorities of in-house lawyers?
- What do in-house lawyers like and dislike about their external lawyers?
- What are the major legal concerns and challenges of businesses?
- Is cost or quality more important?

**Workshop 2  
The knowledge challenge: determining the price of legal services?**

Pricing legal services effectively, is one of the most challenging issues for lawyers. Both in-house lawyers and law firms alike say that it continues to be a source of frustration. In this workshop, Kevin Doolan, a partner and Head of Client Relations at Eversheds will explore how lawyers can price legal service more effectively. He will be joined by a panel of senior in-house lawyers.

- Why is there such strong downward pressure on fees?
- What are the most popular new forms of pricing?
- How can in-house lawyers and law firms take a win-win approach?
- How can law firms better understand and communicate the value they give?
- How in-house lawyers can better manage their external legal costs?

**17.30 – 18.00 Conference Closing**  
Peter Cornell, Conference Chairman

**Workshop 3  
Compliance and corporate governance: a new world of regulation?**

Following the financial crisis, businesses are expecting a new wave of regulation, with many in-house lawyers saying that compliance and corporate governance issues will be their major headache in the years ahead. This workshop will examine the changes ahead and discuss how in-house lawyers can best manage the response of their businesses.

- What new regulation are we expecting?
- Where will it come from (Europe, the US or domestic regulators)?
- What will be the new role for regulators?
- What challenges will this bring for businesses?
- How can in-house lawyers best manage the challenge?

**Workshop 4  
The new generation of young lawyers: does the downturn require a different approach?**

With the economic downturn, the legal market has become more demanding and less open for young lawyers. Excellent academic marks are not now enough to find work and succeed in a more competitive market. Infact, research suggests that young lawyers have new approaches to life and career development: they value a work-life balance and are less motivated by the partnership carrot. This session will look in very practical terms at the challenges of educating, recruiting and motivating young lawyers during such difficult times.

- Are young lawyers different to past generations?
- Are law schools giving them the skills the market demands?
- How to manage career expectations in a downturn?
- Is the up-or-out model still valid (or even possible within a shrinking market)?
- Are different partner and non-partner career paths possible or even desirable?

Interactive  
round table  
style

## Hear the views of leading international commentators

### Peter Cornell

Peter Cornell is a Managing Director at private equity house Terra Firma where he sits on the General Partners’ boards and chairs the Advisory Boards. Prior to that he was the global Managing Partner of Clifford Chance. In his career, Peter managed offices in Asia, the UK, the US and Spain. He was elected “Lawyer of the Year” by UK publication *Legal Business* in 2007. He has been a visiting lecturer on the MBA program at Harvard Business School. Peter is a member of the Iberian Lawyer Advisory Council.



### Reena SenGupta

Reena SenGupta is an expert analyst of the legal profession. With a fifteen-year history of ground-breaking research and reports, many of her projects have begun to change the commercial legal profession. She founded RSG Consulting in 2001 to give research, writing and consulting services to the legal profession. She is a regular contributor of feature articles to the *Financial Times* and founded their annual *Innovative Lawyers Report*. Previously she was editor of the Chambers guides to law firms and devised the research methodology that currently underpins their research.



### Neville Eisenberg

Neville Eisenberg is the Managing Partner of the successful City of London law firm Berwin Leighton Paisner. Under his leadership, Berwin Leighton Paisner has developed a number of innovative new services for their corporate clients, such as Lawyers on Demand - a placement service providing clients with short or longer term interim lawyers – plus their recent project with Thames Water whereby they provide the full in-house legal service.



### Professor Richard Susskind

Professor Susskind has specialised in legal technology for 25 years. He is an independent adviser to major professional firms and to national governments. He has written and edited numerous books, including *Expert Systems in Law*, *The Future of Law*, *Transforming the Law*, *The Susskind Interviews: Legal Experts in Changing Times*, *The End of Lawyers? Rethinking the Nature of Legal Services* and has written over 100 columns for *The Times*. He has advised on numerous UK government inquiries and, since 1998, has been IT Adviser to the Lord Chief Justice of England. He holds law professorships at Gresham College in London and the University of Strathclyde in Glasgow.



## Summit venue

Lisbon's famous five star Pestana Palace hotel, winner of the 2010 Portugal's Best Hotel award, is recognised as one of the best conference and spa venues in the world.

A former 19th Century Palace, located between Lisbon's airport and the city centre, the hotel and its extensive gardens have been classified as a National Monument.

For further information [www.pestana.com](http://www.pestana.com)



## Supporting organisations

The Association of Portuguese Law Firms (ASAP) is a unique and independent organisation created to represent the interests of Portuguese law firms. Since its establishment a decade ago, ASAP has coordinated a number of ground breaking workshops and conferences investigating the status, role and development of law firms in Portugal.

For further information see [www.asap.pt](http://www.asap.pt)



The *FT Innovative Lawyers Report* has become one of the top legal rankings in both the USA and Europe and the accompanying awards are widely regarded as the best researched in the market. It presents a unique analysis of the legal industry and is the only ranking of lawyers by innovation. The FT's research partner is RSG Consulting, a UK-based legal strategy consultancy, which has been carrying out research projects for the top London law firms for nearly a decade.

For further information see [www.ft.com](http://www.ft.com) and [www.rsgconsulting.com](http://www.rsgconsulting.com)



Iberian Lawyers' In-House Club is a research, networking and training group for Corporate Counsel within Spanish and Portuguese businesses or multinationals with business interests in the Iberian region, wherever they are based around the world. In-house lawyers from the 500 largest businesses in Spain and Portugal participate in the Club, including the regular breakfast debates on the issues facing in-house lawyers.

For further information [www.iberianlawyer.com](http://www.iberianlawyer.com)



## Registration Form

Participation is by invitation only.

Please fill in your details below and send them to [paula.brienza@iberianlegalgroup.com](mailto:paula.brienza@iberianlegalgroup.com) or F: +34 91 563 37 02

### Please tick as appropriate:

- 495€ Standard ticket (lunch included)  
 248€ ASAP members (lunch included). 50% discount on Standard ticket

Name	<input type="text"/>	Email	<input type="text"/>
Company	<input type="text"/>	Job title	<input type="text"/>

### Payment method:

Credit Card Number (Visa/ Mastercard)	<input type="text"/>		
Expiry Date	<input type="text" value="mm / yyyy"/>	CIF/VAT	<input type="text"/>
Billing Address	<input type="text"/>		
Signature	<input type="text"/>	Date	<input type="text" value="dd/ mm / yyyy"/>

To book accommodation at Pestana Palace please contact by email: [reservas.portugal@pestana.com](mailto:reservas.portugal@pestana.com) or by fax: +351 282 414 473. You should mention "Participant of Iberian Lawyer Event". If you book before 8th March you will benefit from preferential rates.

Once we have received the booking form the places are confirmed. Any cancellations received 14 days or more before the date of the event will be charged a 10% administration fee. After that date the full course fee will be charged. All cancellations must be received in writing. Iberian Legal Group SL (ILG) reserves the right to change the content and timing of the programme, the faculty and the date and venue if reasons are beyond their control. Data protection – In accordance with the L.O.P.D. we inform you that your details will be included in the ILG database to manage your participation in this project, as well as to offer information services organised by Iberian Lawyer or one of their collaborators. You may exercise your rights of access, modification and cancellation or opposition through communication with Iberian Lawyer, Lagasca 138, 28006 Madrid.