

CHILLI IQ & THOMSON REUTERS PRESENT

# FUTURE BILLING MASTERCLASS

SYDNEY CBD: 15TH OCTOBER  
MELBOURNE CBD: 17TH OCTOBER

## **A must attend One Day Strategic Pricing Masterclass Delivered in-person by leading US Legal Pricing Professional**

Whilst AI offers opportunities for efficiency and innovation in legal services, it also introduces pricing pressures by changing client expectations, increasing competition, and potentially commoditizing certain legal tasks. Law firms must navigate these challenges by strategically integrating AI while demonstrating the unique value they bring through expertise, client service, and specialized advice.

This masterclass will touch on various aspects of the developments currently taking place in the provision of legal services, and provide some perspectives on the commercial implications for participants in the sector.

With the increasing demand and pricing pressure that AI is inflicting onto law Firms and client pricing – this is one Masterclass not to be missed.

**Comprising two modules that provide a  
comprehensive insight into future pricing strategies:**

### **Module 1:**

**Strategic Pricing: Concepts, Benefits and  
Economic Principles**

### **Module 2:**

**Next Generation Service Delivery Models &  
Implications on Strategy, Clients and Firm Operations**

# This unique Masterclass runs on the following two main modules

## Module 1: Strategic Pricing: Concepts, Benefits and Economic Principles

- Pricing's role in commercial relationships
- The psychological element of price
- Hourly rate dynamics
- Benchmarking for market positioning
- Annual rate setting strategy
- How to use hourly rate models to achieve firm and client goals
- All things AFA
- What is an AFA and what is not
- Matching an AFA to the circumstances at hand
- Profitability levers and supporting incentives
- The dynamic nature of measuring profitability at the matter and group level
- KPIs that support profitable practices
- Market-driven business cases to get partner buy-in
- Group exercise: Formulating a practical pricing strategy

## Module 2: Next Generation Service Delivery Models & Implications on Strategy, Clients and Firm Operations

- Economic implications of efficiency in legal services organizations
- Evolving cost structures at firms driven by new means of production
- Anatomy of legal work leveraging advanced tech and data resources
- "Moneyball" approaches to talent management
- New complexities of optimal team structure
- Recruiting, retention & professional development
- The ever-elusive concept of "value"
- Pricing models in the new era of workflow processes that support profitability
- Firm/client relationship opportunities and challenges
- Group case study exercise: Architecting a profitable client relationship in the new value landscape

## The agenda

### EVENT DATE:

**SYDNEY** : 15 OCTOBER. | **MELBOURNE**: 17 OCTOBER

**MATERCLASS TIMING:** 10:00am - 3:00pm

**REGISTRATION:** 9:30am - 10:00am

### TIMING:

Morning Session: 10:00am - 11:30pm

**Morning Tea:** 11:30am - 12:00pm

Mid -morning Session: 12:00pm - 1:00pm

**Luncheon:** 1:00pm - 2:00pm

Afternoon Session : 2:00pm - 3:00pm

**END OF MASTERCLASS:** 3:00pm

# Meet Your Workshop Facilitator



## Keith Maziarek

Director of Pricing and Legal Project Management,  
Katten Muchin Rosenman LLP  
Board Member, Officer at Legal Value Network

Keith Maziarek has been building and leading legal services pricing/legal project management/profitability functions since 2009. He is currently Director of Pricing and Legal Project Management at Katten Muchin Rosenman LLP, where he is responsible for building and scaling the firm's formal pricing and legal project management functions. Prior to Katten, Keith served as Senior Director of Client Value for Perkins Coie LLP, working closely with the client legal operations executives to develop collaboration strategies to improve operational efficiencies. Keith's career in strategic pricing began at DLA Piper LLP, where he built the firm's strategic pricing, profitability and legal project management functions as the firm's first Head of Strategic Pricing for the Americas. He previously worked in strategic business development, helping establish a deep understanding of clients' business needs.

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Please email Kathy Katrivesis, Senior Operations Manager Chilli IQ, at [kathy.katrivesis@thomsonreuters.com](mailto:kathy.katrivesis@thomsonreuters.com) for any event related inquiries.

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