

10 MANAGING PARTNERS FORUM

BOUTIQUE FIRMS

16 & 17 May 2024

Watersedge at Campbell's Stores | The Rocks | Sydney



GOLD PARTNERS



BRONZE PARTNER



SUPPORTING ORGANISATIONS



ABOUT CHILLI IQ

connecting leaders + ideas

We are a leading creator of conferences and summits who aim to bring together great minds with avid learners amongst the thought-inspiring atmosphere of leading venues.

Chilli IQ has many years of collective experience in the area of creating and developing innovative conferences and summits for the changing business environment. This is not though what differentiates us from the crowd, what makes us unique is our modus operandi. We value quality and strive to ensure that every aspect of our events reflects this – from the choice of speakers, the venue and the genuine attention to detail.

Our main objective is to lead the field in the area of knowledge delivery and as this is a fluid process we are constantly seeking new avenues and evolving to make sure we never just settle. We ensure that all who partake in the Chilli IQ conference experience – whether it be as a delegate, a speaker, a sponsor or an endorsing association – maximise their investment and attain a higher level of understanding and awareness of the chosen business theme.

ADVISORY PANEL

In order to best represent the interests and needs of the legal profession, we have assembled some of the most prominent legal leaders and thinkers to form the **2024 Advisory Panel** that assists with the direction and planning of topics for the 10th Managing Partners Forum - Boutique Firms

Our esteemed panelists include:



TESSA VAN DUYN
CEO & PRACTICE LEADER
MOORES



MARK WIGGINS
CHIEF EXECUTIVE OFFICER
HALL PAYNE LAWYERS



MARY DIGIGLIO
MANAGING PARTNER
SWAAB

ABOUT THE EVENT : **THEME**

NAVIGATING LEADERSHIP CHALLENGES FOR A FUTURE FIT FIRM

Managing a boutique law firm presents both advantages and challenges, emphasizing the importance of future readiness. The increasing reliance on technology has become essential for all organizations, demanding staying updated due to its rapid evolution. Adapting to new working methods is crucial, especially in the face of an unpredictable economic landscape.

The integration of technology, the changing economic landscape, and the impacts of recent years have led to significant workforce transformations. The competition for talent is fierce, with law firm leaders grappling with the demands of multi-generational teams, evolving billing methods, skill set updates, and employee satisfaction.

These relevant topics will be addressed throughout the day at the event by expert speakers and thought leaders at the upcoming 10th Managing Partners Forum for Boutique Firms. Over the last ten years it has provided an opportunity for collaboration, learning, and knowledge exchange over two enriching days, and is a must attend event for law firm leaders.

“ *Optimism is a strategy for making a better future. Because unless you believe that the future can be better, you are unlikely to step up and take responsibility for making it so.* ”

– Noam Chomsky

WHAT YOU WILL LEARN

The 10th Managing Partners Forum | Boutique Firms programme will be focussing on:

- **PEOPLE MANAGEMENT**
 - Engaging people in a hybrid world of work whilst still cultivating culture
 - Balancing the needs of intergenerational teams
 - Role compression and how to be an effective leader
 - The war for talent - the battle continues
- **LETS TALK ABOUT AI FOR BOUTIQUE FIRMS;**
 - How do we adopt GenAI tools and technology when we don't have the scale, resources or budget to do it?
 - The changing needs of the workforce and how technology is assisting or not?
- **FUTURE FIRM: CYBERSECURITY IN THE NEW AI WORLD**
 - New professional standards for lawyers setting out minimum cybersecurity expectations
 - AI is enabling more sophisticated attacks than ever before
 - Balancing the use of AI with obligations to maintain confidentiality
- **STRATEGY**
 - Inclusive marketing strategies that win quality clients and appeal to future leaders
 - What is it and where can I get it?
 - Preparing for the WGEA and its reforms
 - Who are and Where are the leaders of tomorrow
- **WELLBEING**
 - The importance of disconnecting to reconnect
 - What are psychosocial hazards and don't they affect only the big firms?

CONFIRMED SPEAKERS

The following speakers have been invited for their expertise and knowledge on the chosen topics:

DR GRAHAM KENNY | MANAGING DIRECTOR | **STRATEGIC FACTORS**

KATHERINE GILBEY | DIRECTOR | **KG CONSULTING**

SIMONE HERBERT - LOWE | PRINCIPAL | **LAW & CYBER**

CATE MULLINS | FOUNDER & CEO | **OWL LEADERSHIP & ADVISORY SERVICES**

STEFANIE COSTI | LAWYER | **WATTS MCCRAY & WELLBEING CONSULTANT**

TAMARA KAVALEC | PRINCIPAL CONSULTANT | **TALENT CODE HR**

CATHERINE ROBERTS | SENIOR DIRECTOR, AI & LEGAL TECH | **THOMSON REUTERS**

TESSA VAN DUYN | CEO & PRACTICE LEADER | **MOORES**

MARY DIGIGLIO | MANAGING PARTNER | **SWAAB**

WHO SHOULD ATTEND

This event has been exclusively produced to address the function and capacity of the following position from the legal profession - law firms, legal counsel and the corporate sector:

- CIO's , COO's , CTO's
- IT Directors
- CFO's & Finance Directors
- Head of Innovation
- Legal Partners - Technology
- Risk Managers
- Head of IT Security
- All those who have a role in the technology side of a law firm or legal department

10:00 - 10:30

REGISTRATIONS OPEN

10:30 - 10:40

OPENING REMARKS FROM THE CHAIR : TESSA VAN DUYN | CEO & PRACTICE LEADER | MOORES

10:40 - 11:30

SESSION ONE

HOW AI CAN LEVEL THE COMPETITIVE PLAYING FIELD FOR SMES

The landscape of law firms is undeniably evolving in 2024 marked by the advent of artificial intelligence (AI). Many law firms see this as a threat, others as an opportunity and others as an uncertainty.

In this dynamic presentation Dr Graham Kenny demonstrates how law firms can effectively navigate AI to usher in a new era of competitiveness.

Graham's presentation outlines briefly how we got to where we are in AI, what happened to "expert systems" and where we might be going with Large Language Models (LLMs) such as ChatGPT.

He demonstrates how AI can level the competitive playing field through a recent client case study. The business received a sudden shock via a significant price hike from a supplier. He shows how AI can be used to not only suggest alternative solutions but also to check the comprehensiveness of executive problem-solving.

Attendees of Graham's presentation will depart knowing that, by harnessing the potential of technology, law firms can navigate the complexities of the modern era with confidence and agility.

DR GRAHAM KENNY | MANAGING DIRECTOR | STRATEGIC FACTORS

11:30 - 12:30

SESSION TWO

INCLUSIVE MARKETING STRATEGIES THAT WIN QUALITY CLIENTS AND APPEAL TO FUTURE LEADERS

This session presents modern, yet foundational marketing strategies tailored to boutique law firms. It highlights how these strategies can be effectively utilised to attract clients, with a particular focus on future leaders – many of whom are female.

When it comes to marketing and business development strategies, the days of the one-size-fits-all approach are over. To achieve excellence in today's competitive legal market, firms must know their unique value proposition. Boutique firms often have an advantage in achieving this over larger firms.

This session will demonstrate how to identify, articulate and communicate an authentic value proposition for your firm. Doing so will enable you to attract, attain, and retain both future leaders and quality clients.

Concepts covered include:

- Authenticity is a superpower for boutique firms
- Identifying your value proposition relevant to clients and future leaders
- Strategic approaches relevant to different genders and generations
- The impact of a clear value proposition on clients and revenue
- Practical and immediate next steps

KATHERINE GILBEY | DIRECTOR | KG CONSULTING

12:30 - 12:45
SESSION THREE

WILL GILBERT | HEAD OF SALES | **FILE REPUBLIC**

12:45 - 13:45
BREAK

LUNCH BREAK AND TIME TO CHAT

13:45 - 14:30
SESSION FOUR

UNLOCKING GROWTH: BUSINESS DEVELOPMENT STRATEGIES FOR BOUTIQUE FIRMS

Imagine the potential for your law firm with every senior practitioner cultivating their own quality client base, strategically aligned with your firm's vision. In today's era of AI, the sustainability and prosperity of boutique law firms hinge on the strength of client relationships.

Join us for an enlightening session led by Cate Mullins, CEO & Founder of OWL Leadership and Advisory Services.

Drawing from her extensive leadership experience, she will unveil best practices and methodologies essential for sustainable law firm business growth.

By the session's end, you will grasp the three fundamental pillars crucial for driving your firm's ongoing profitability and success. Learn how to leverage client-centric business development strategies to navigate the challenges posed by AI advancements, limited revenue streams, and employee retention, ensuring your firm remains resilient and prosperous in the evolving legal landscape.

CATE MULLINS | FOUNDER & CEO | **OWL LEADERSHIP & ADVISORY SERVICES**

14:30 - 15:00
SESSION FIVE

THE FUTURE FIRM: THE TRANSFORMATION OF LEGAL SERVICES THROUGH AI

CATHERINE ROBERTS | SENIOR DIRECTOR, AI & LEGAL TECH
THOMSON REUTERS

CONFERENCE PROGRAMME

Day
1

15:00 - 15:30
BREAK

AFTERNOON TEA AND TIME TO CHAT

15:30 - 16:15
SESSION SIX

WELLBEING

- The importance of disconnecting to reconnect
- What are psychosocial hazards and don't they affect only the big firms?

STEFANIE COSTI | FAMILY LAWYER | WATTS MCCRAY

16:15 - 18:00
DRINKS

NETWORKING DRINKS

18:00
CLOSE

END OF DAY ONE

9:00-9:10

OPENING REMARKS FROM THE CHAIR :
MARY DIGIGLIO | MANAGING PARTNER | SWAAB

START OF CONFERENCE - DAY TWO

9:00 -9:45
SESSION ONE

LEADING WITH BRILLIANCE: BUILDING EXCELLENCE IN LEGAL LEADERSHIP"

Tamara will explore key strategies to elevate accountability and performance and effectively manage people to support a high-performance culture within boutique law firms.

The key focus areas are:

- Building Foundations of Accountability and Role Clarity
- Navigating the Role of Leaders in Today's Legal Landscape
- Mastering Effective Feedback and Radical Candour

This keynote is designed specifically for lawyers at the Managing Partners Forum with a focus on Boutique Firms. Participants will walk away equipped with actionable insights to lead with brilliance, cultivate accountability, and elevate performance and engagement within their firms.

TAMARA KVALEC PRINCIPAL CONSULTANT TALENTCODEHR

9:45 - 10:30
SESSION TWO

CYBERSECURITY IN THE NEW AI WORLD

- New professional standards for lawyers setting out minimum cybersecurity expectations
- AI is enabling more sophisticated attacks than ever before
- Balancing the use of AI with obligations to maintain confidentiality

SIMONE HERBERT - LOWE | PRINCIPAL | LAW & CYBER

10:30 -11:15
SESSION THREE

PREPARING FOR THE FUTURE

11:15 -11:45
BREAK

MORNING TEA BREAK AND TIME TO CHAT

11:45
END

END OF CONFERENCE

EVENT INFORMATION

EVENT DATE: 16 & 17 MAY 2024
EVENT NAME: 10TH MANAGING PARTNERS FORUM -
BOUTIQUE FIRMS

VENUE WATERSEdge AT CAMPBELL'S STORES
25 HICKSON RD, THE ROCKS NSW 2000

DAY 1: THURSDAY 16th MAY 2024

Conference Registration: 9:30am - 10:00am
Conference Sessions: 10:00am - 5:00pm
Post-event networking Drinks & Canapes : 5:00pm - 6:00pm

DAY 2: FRIDAY 17TH MAY 2024

Conference Sessions: 9:00am - 12:00pm
Conference ends: 12:00pm

DRESS CODE: Conference and Drinks: Smart Casual

REGISTER NOW

- *Special Early Bird rate: **\$545 + GST each** valid until : 30/04/2024
- *Delegate Rate: **\$645 + GST each** valid after: 30/04/2024
- *refer to who should attend

Solution Provider Rate **\$1,295.00 + GST each**

For special group rates please contact george.kat@chilliiq.com.au

[CLICK HERE TO REGISTER](#)

[you will be directed to the Thomson Reuters registration and payment portal](#)

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