



Lawtech Series:

Future Billing Forum

Pricing for Professional
Services in the Age of AI

SYDNEY - 25 NOVEMBER 2026



Future Billing Forum

The AI revolution is not just changing how law is practised , it is rewriting what clients will pay for as well.

The legal profession has weathered many disruptions, but none quite like this. Generative AI is not simply automating tasks it is fundamentally dismantling the logic that has underpinned law firm pricing for over a century.

When AI can draft, research, analyse and summarise in minutes what once took a team of associates days, the billable hour does not just become inefficient, it becomes indefensible. **Clients know it. Competitors are acting on it.**

The only question is whether your firm will lead the change or be forced into it.

That is precisely why this workshop exists. In a single, intensive day, you will move beyond the theory and into the practical understanding not just why pricing must change, but exactly how to change it. You will leave with a clear framework for transitioning to value-based pricing, the tools to have confident fee conversations with clients, and a strategy for positioning your firm's expertise, not its hours, as its greatest commercial asset.

In a market being rapidly reshaped by AI, the firms that act on their pricing now will set the standard others follow. This is your opportunity to be one of them.



What you will learn

- **How Generative AI is fundamentally disrupting traditional law firm billing models and what it means for your revenue**
- **Who Captures the AI Dividend? Rethinking Value and Pricing in Legal Services**
- **Value and legal project management**
- **How to identify, articulate and quantify the true value your firm delivers – beyond time spent**
- **How to have pricing conversations with clients that reinforce your expertise rather than apologise for your fees**
- **How to build a firm-wide pricing culture that aligns partners, associates and business development around a consistent value narrative**
- **How to future-proof your pricing strategy as AI capabilities – and client expectations – continue to evolve**

Who should attend

This workshop is designed for senior professionals within law firms who have a direct stake in how the firm prices, positions and grows its services, including:

- **Managing Partners and Senior Partners** responsible for firm strategy and commercial direction
- **Practice Group Leaders** looking to protect and grow revenue in an AI-disrupted market
- **Pricing, Finance and Business Development** professionals driving fee strategy and client negotiations
- **Partners and Associates** who regularly lead client conversations around scope, fees and value
- **Chief Operating Officers** and firm leaders overseeing the commercial and operational future of the practice



Invited Speakers

- **Peter Dombkins** Adj. Professor & Managing Director **PwC Australia**
confirmed
- **Emily Swales** Head of Pricing **Norton Rose Fulbright**
- **Libby Maynard** Independent Consultant | Curated Advisory Group
Expert **Curated Expert Group** **confirmed**
- **Michelle Florenini** Head of Pricing, Value and Transformation **Allens**
- **Rebecca Dunn** Partner **Gilbert + Tobin**
- **Michael Legg** Professor **Faculty of Law and Justice UNSW**

Why You Should Attend

Attend the Future Billing Forum to transform your firm before AI forces the issue. The billable hour is becoming indefensible as generative AI completes in minutes what once took teams of associates days. This intensive forum moves you beyond theory into practical action, equipping you with the tools, frameworks, and confidence to transition to value-based pricing while positioning your expertise, not your hours, as your firm's greatest asset.

The firms that act now will set the market standard. This is your opportunity to lead the change rather than be forced into it.

- **Move** from billable hours to value-based pricing with a clear, actionable framework for implementation
- **Master** confident fee conversations with clients who already understand AI's impact on legal work
- **Secure** competitive advantage by acting now—firms that lead pricing change will set the standard others follow

Registration and Venue Information

[REGISTER TODAY](#)

Take advantage of the Special Early bird Rate

Delegate Early Bird Special
\$895/per person
Until October 31

Standard Rate after October 31

Special Second Release
\$1295/per person
After October 31

The venue

EVENT DATE:

SYDNEY : 26 November 2026

Registration 8.30am - 9.00am

Masterclass 9.00am - 5.00pm

Networking Drinks 5.00pm - 6.00pm

Please email Kathy Katrivesis, Senior Operations Manager Chilli IQ, at kathy.katrivesis@thomsonreuters.com for any event related inquiries.

Chilli IQ

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