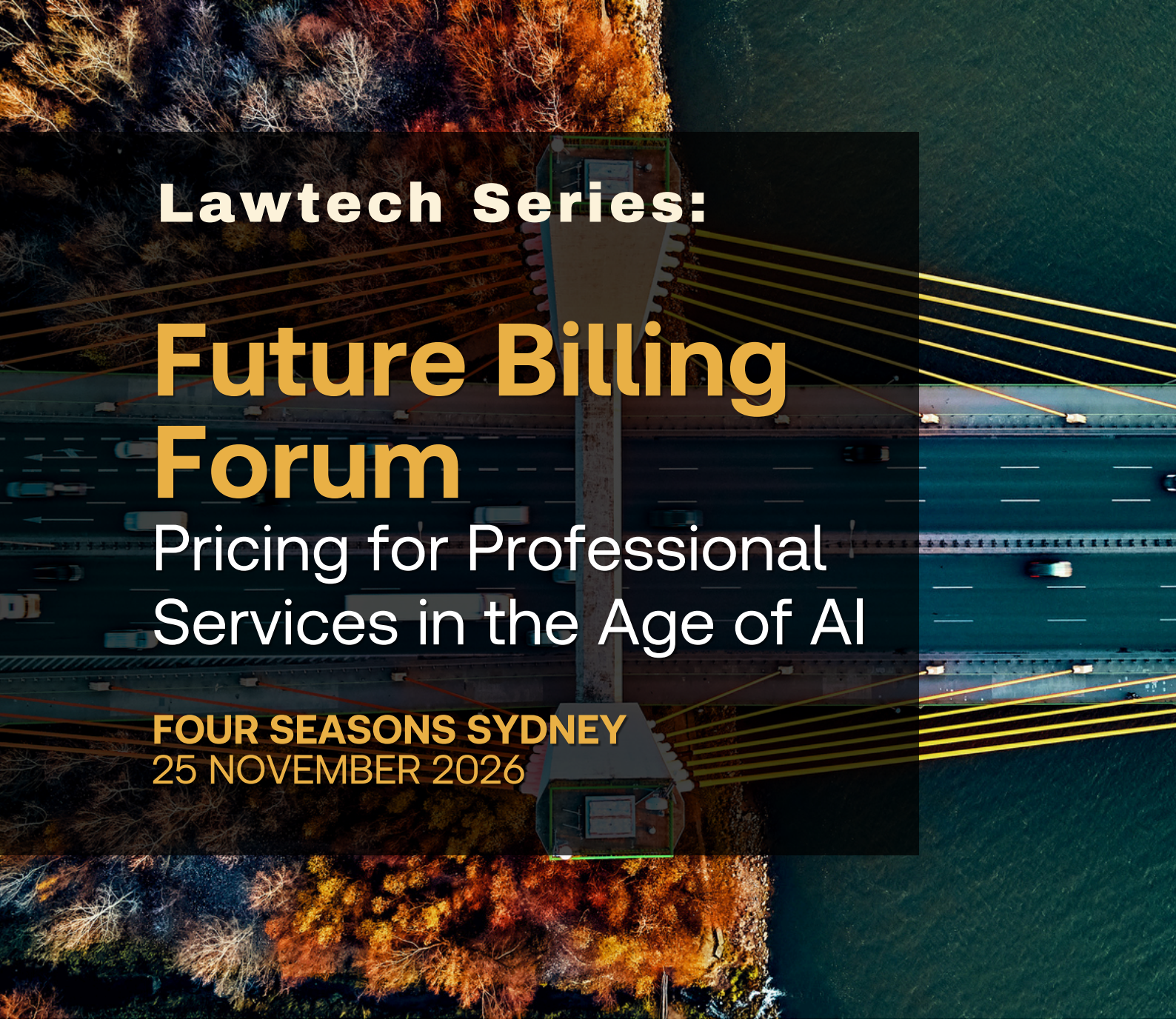

Lawtech Series:

Future Billing Forum

Pricing for Professional Services in the Age of AI

FOUR SEASONS SYDNEY
25 NOVEMBER 2026

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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.

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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**
- **Pricing models for the AI era**
- **Building a firm-wide pricing culture that aligns partners, associates and business development around a consistent value narrative**
- **Same Work, New Price Tag? Explaining AI-Era Pricing to Clients Without Losing Trust"**
- **Through the Looking Glass - Pricing of the Future**

Who should attend

This forum 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
- **Libby Maynard** Independent Consultant | Curated Advisory Group Expert **Curated Expert Group** confirmed
- **Liz Harris** Director **Ovid Consulting** confirmed
- **Mimi Zou** Professor Law & Justice **University of Sydney** confirmed

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

The agenda

Registration
8:30 - 9:00

opening
9:00 - 9:15

Session 01

9:15 - 10:00

HOW GENERATIVE AI IS FUNDAMENTALLY DISRUPTING TRADITIONAL LAW FIRM BILLING MODELS AND WHAT IT MEANS FOR THE TRADITIONAL MODEL

MIMI ZOU PROFESSOR LAW & JUSTICE **UNIVERSITY OF SYDNEY**

Session 02

10:00 -10:45

VALUE AND LEGAL PROJECT MANAGEMENT:

- Using the triple constraint to provide a client-specific measure of value
- Establishing a reliable costs baseline
- Preventing 'value leakage' during services delivery

Once a firm has a baseline understanding of its operating model, only then can it assess how AI will impact this, and more importantly, how this aligns to the client's conception of value.

PETER DOMBKINS ADJ. PROFESSOR & MANAGING DIRECTOR **PWC AUSTRALIA**

MORNING BREAK : 10:45 - 11:15

Session 03

11:15 -12:00

WHO CAPTURES THE AI DIVIDEND? RETHINKING VALUE AND PRICING IN LEGAL SERVICES

Much has been said about AI-driven operational efficiency and cost reduction, but far less about value creation and who will ultimately capture that value. Will it be clients through lower fees, technology providers through platform pricing, or law firms that combine AI with proprietary knowledge, expertise, and judgement? As AI and automation reshape the delivery of legal services, firms face increasing pressure to rethink how they structure and set their fees. But focusing solely on cost reduction risks overlooking AI's potential to create additional value for clients and firms alike.

This session challenges the notion that AI is either a cost reducer or a value creator. It is both. The opportunity lies in embracing the AND, not the OR.

- Introducing her newly developed AI Value Advantage Framework for Professional Services,
- This session will explore how firms can use AI to amplify value, protect existing value and improve profitability, rather than simply reduce costs.
- Using the framework, the session will examine the implications for pricing structures, price levels, profitability, and client trust.

LIBBY MAYNARD INDEPENDENT CONSULTANT **| CURATED ADVISORY GROUP EXPERT**

Session 04

12:00 - 12:30

HOW TO IDENTIFY, ARTICULATE AND QUANTIFY THE TRUE VALUE YOUR FIRM DELIVERS — BEYOND TIME SPENT

NETDOCUMENTS

LUNCH BREAK : 12:30 - 13:30

session 05

13:30 -14:15

BUILDING A FIRM-WIDE PRICING CULTURE THAT ALIGNS PARTNERS, ASSOCIATES AND BUSINESS DEVELOPMENT AROUND A CONSISTENT VALUE NARRATIVE

LIZ HARRIS DIRECTOR **OVID CONSULTING CONFIRMED**

Session 06

14:15-15:00

PRICING MODELS FOR THE AI ERA

- Fixed fees for defined outputs (e.g., a contract review with a set turnaround)
- Subscription or retainer models for ongoing AI-assisted work
- Outcome-linked fees, with a base fee plus a success component
- Hybrid models that combine expertise, AI tooling, and human oversight

AFTERNOON BREAK : 15:00 -15:30

Session 07

15:30- 16:15

SAME WORK, NEW PRICE TAG? EXPLAINING AI-ERA PRICING TO CLIENTS WITHOUT LOSING TRUST

As AI changes how legal work gets done, clients are asking why prices are changing and whether they're getting value. This session shows law firm leaders how to explain new pricing models in terms of outcomes, risk, and expertise, and how to be open about AI use without undermining confidence in their advice.

Session 08

16:15 -16:45

THROUGH THE LOOKING GLASS - PRICING OF THE FUTURE

POST EVENT DRINKS & END OF CONFERENCE : 16:45- 17:45

EVENT DATE: 25 November 2026

FOUR SEASONS SYDNEY

199 George St, Sydney NSW 2000

Registration 8.30am - 9.00am

Networking Drinks 5.00pm - 6.00pm