

KM

#KMLEurope16

ARK GROUP

Wilmington Legal

LEGAL EUROPE

AMSTERDAM 2016

INSPIRING KNOWLEDGE MANAGEMENT BEST PRACTICE IN THE LEGAL PROFESSION

20 January 2016: KM Strategy and Organisational Culture

21 January 2016: KM Challenges: People, Processes and Technology

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WHY ATTEND?

- **Implement** a strong knowledge management (KM) strategy and establish this as part of your firm's organisational culture (Day 1)
- **Save** time and money by learning from other firms at different stages of their KM journey
- **Overcome** challenges traditionally associated with people, processes and technology (Day 2)
- **Build** innovation into your KM strategy with inspiration from European boutique firms
- **NEW FOR 2016:** Get answers to the questions you really want to ask via our anonymous Q&A and live-polling technology



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SPEAKERS FROM:

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DAY ONE

Wednesday 20 January 2016: KM Strategy and Organisational Culture

08:30 Registration and refreshments

09:00 In at the deep end

This session, led by **Paul J. Corney**, *Managing Partner* of knowledge et al, will set the collaborative tone for the conference. It will be a chance to network with delegates who are at a similar point on their KM journeys.

09:20 Opening remarks from the Chair

Dr. Raffael Büchi, *Head of Know-How & Business Development, Bär & Karrer, Switzerland*

09:30 ESTABLISHING AND EMBEDDING THE STRATEGIC VISION

Strategy and implementation planning

- How continuous improvement is reinvigorating knowledge management
- The impact on knowledge management strategy, from staircase to business case
- Case studies: How the two approaches improve delivery of services
- Aligning incentives and business deliverables

Arjan Krans, *Knowledge Manager, Continuous Improvement Specialist, Clifford Chance, Luxembourg*

10:10 CASE STUDY: A KM Strategy – 10 Years Out

- The pros and cons of a KM strategy – be careful what you wish for
- Successes: Growing and integrating KM and PSL roles into the firm and building a strong foundation of legal content
- Failures: Spreading KM resources across too many projects, implementing premature technology solutions
- Refreshing the strategy and leaving room for new ideas and innovation

Andrea Alliston, *Partner, Knowledge Management, Stikeman Elliott LLP, Canada*

10:50 Morning coffee break

11:20 COLLABORATION AND ORGANISATIONAL CULTURE

ROUNDTABLE: Sharing of best practice

This session is designed to help share experiences and approaches on knowledge management and organisational learning and to provide an opportunity for discussion. Questions will be given out on the day, so that you can work with your peers

- Exchange of experiences, information and concepts with your peers
- Enabling the promotion of research as well as ongoing discussions
- Developing practical intervention tools

Dr. Raffael Büchi, *Head of Know-How & Business Development, Bär & Karrer, Switzerland*

12:20 Networking lunch

13:20 The end game of collaboration

- Parachuting collaboration tools into an isolated culture
- Separating information knowledge from collaboration knowledge
- Beyond knowledge management; what comes next?
- Working out loud to release intellectual capital in response to complexity

- How to reach collaboration maturity, or the 'sweet spot' where our intellectual capital is continuous

Andrew Pope, *Consulting Partner, Innosis, UK*

14:00 Social media marketing for lawyers: a demand for professional content

- How lawyers and law firms use social media to do their work better
- Discover ways in which PSLs can use social media to harness their work
- Microblogging and social networking
- How professional content creators harness social channels to spread their content

David Laud, *Chief Executive, Samuel Law Phillips, UK*

14:40 Afternoon coffee break

15:10 KM IN PRACTICE

PANEL DISCUSSION: Growing a stronger PSL and KM team

- Having a defined KM team strategy
- Embedding PSLs and KM lawyers in practice groups
- Keeping PSL and KM lawyer skills fresh
- Evolving the PSL and KM lawyer role as KM strategy matures
- Engaging practising lawyers in KM team management and priority setting
- What makes a good PSL team and how to demonstrate to partners the added value of the PSL role in legal KM

Andrea Alliston, *Partner, Knowledge Management, Stikeman Elliott LLP, Canada*

Pauline Memelink, *Head of Knowledge Management, Houthoff Buruma, Netherlands*

Tara Pichardo-Angadi, *Head of Knowledge (EMEA), Norton Rose Fulbright LLP, France*

16:00 An update from the 2014 KM Legal Europe conference: KM database and initiative

- Introducing the deal submission project
- Collaboration between BD and KM
- Automatically integrating deal submission forms with knowledge databases

Kirsten von Rönn, *Knowledge Management Lawyer, Latham & Watkins, Germany*

Nicole Kubalek, *Knowledge Management Lawyer, Latham & Watkins, Germany*

16:40 Making KM the know-how for users

- How internal collaboration can help engagement with systems
- Getting all practice groups and jurisdictions combined into one
- Gaining the know-how in coding
- Making legal search accessible
- The use of knowledge platforms: bringing isolated systems together, document automation, library and HR systems

Sinéad Counihan, *Knowledge Lawyer, Mason Hayes & Curran, Ireland*

17:20 Chair's closing remarks

17:30 Close of Day One

DAY TWO

Thursday 21 January 2016: KM Challenges: People, Processes and Technology

08:30 Registration and refreshments

09:00 Welcome back from the Chair

Dr. Raffael Büchi, *Head of Know-How & Business Development, Bär & Karrer, Switzerland*

09:10 EXPLOITING TECHNOLOGY

Artificial intelligence (AI) and innovation in the knowledge management process

- Leveraging AI in gathering knowledge from disparate sources
- Analysing knowledge, and its application to fulfil the innovation mission of the firm
- Applying AI in KM to bring together the collective strengths of KM practitioners through behavioural learning, tracking and application
- Exploring techniques developed in artificial intelligence for knowledge management

Eric Hunter, *Director of Knowledge, Innovation & Technology Strategies, Bradford & Barthel LLP, United States*

09:50 Getting the best from virtual team collaboration

- Why virtual teams are challenging to manage
- Why virtual teams magnify cultural diversity
- Characteristics of a good virtual team leader
- The importance of training for virtual teams
- Ten success factors for virtual team working

Paul J. Corney, *Managing Partner, knowledge et al, UK*

10:30 Morning coffee break

11:00 PEOPLE, PROCESS AND PROJECT MANAGEMENT

PANEL DISCUSSION: Making a difference with continuous improvement and people development

- Legal process and project management
- Structuring KM resources and recruitment
- Using people skills around process development
- Getting employees to play a part in development of process

Catherine Cadman, *Global Head of Knowledge Management, Mourant Ozannes, Jersey*

Jean-Francois Gerard, *Global Head of Practice Development, Freshfields Bruckhaus Deringer, Brussels*

11:50 Presentation by:

ContractExpress **Andrew Wishart**, *Global Head of ContractExpress at Thomson Reuters*

12:30 Networking lunch

13:30 Designing the future: finding the right balance between people, tools and the use of technology

- The need for new ways of knowledge sharing in the information overload era
- The essence of design thinking and lean by design
- The importance of travelling together: Linking the customer journey to the employee journey
- The fun journey: Succeeding in change management

Nicky Leijters, *Professional Support Lawyer Innovation & Service Design, NautaDutilh, Netherlands*

14:10 DELIGHTING CLIENTS

The General Counsel's perspective

- Total's KM vision
- What in-house teams expect from their lawyers

Maarten Scholten, *Senior Vice President, General Counsel, Total S.A., France*

14:50 Afternoon coffee break

15:10 PANEL SESSION

Connecting client needs with efficiency

- Building a digital portal for clients
- How clients like to receive knowledge
- Collaborating with clients
- Designing an accessible application for the client-lawyer relationship
- Client facing KM tools

Max Hubner, *Corporate Director Legal & Tax, PGGM N.V., Netherlands*

Simone Pearlman, *Head of Legal Knowledge, Herbert Smith Freehills LLP, UK*

Ruth Ward, *Head of Central KM, Allen & Overy LLP*

16:10 PEER TO PEER DIALOGUE

An opportunity to shape your role: a session designed by you

In the morning we will ask you to write down any issues you are currently facing at work. We will then collate this information and use this session to help you with your challenges and answer any questions you may have.

- What challenges are you facing?
- In what areas would you like to share your experience with others?
- What are others doing that you would like to find out more about?

Dr. Raffael Büchi, *Head of Know-How & Business Development, Bär & Karrer, Switzerland*

17:10 Chair's closing remarks

17:20 Close of conference

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