

# Profitability and Competitiveness in Law Firms: The factors that shape success

25 June 2010, 4.00pm – 6.00pm, Law Society Conference Room

## ABOUT THIS SEMINAR

Increased competition and demands from clients means that law firms must now embrace modern practice management in order to succeed. The increasing liberalisation of the legal market in Singapore means that more than ever, firms are competing in two markets: competition for clients and competition for talent. The integration of strategy, marketing, knowledge management, human resources, and people development has never been more important for law firms.

This seminar will identify and explain the key factors that enhance law firm competitiveness and provide guidelines on how you can implement change in your firm to compete more effectively. The strategy, management, and marketing of professional service firms is different to that of traditional organizations and this seminar will provide specific guidance for partners, directors, sole-proprietors of law firms that is based in the context of your firm.

## WHO SHOULD ATTEND

This seminar is particularly useful for legal practitioners, business development managers, human resource managers and knowledge managers of law practices who desire to gain a better understanding of critical success factors and insight into how to enhance competitiveness of a law practice in this economy.

## SEMINAR OUTLINE

3.30pm – 4.00pm	<i>Registration</i>
4.00pm – 4.45pm	<i>Profitability and Competitiveness in Law Firms (Part 1)</i>
4.45pm – 5.00pm	<i>Tea Break</i>
5.00pm – 5.45pm	<i>Profitability and Competitiveness in Law Firms (Part 2)</i>
5.45pm – 6.00pm	<i>Question and Answer Session</i>

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## ABOUT OUR SPEAKERS



### ***Robert C Sawhney, Managing Director, SRC Associates Ltd.***

Robert is the managing director of SRC Associates Ltd, a pioneering Hong Kong based firm that works throughout Asia with professional service firms on all aspects of strategy, change, marketing, and leadership. He has consulted for dozens of law, accountancy, and other professional service firms on their key strategic issues.

His work has been published extensively in such journals as the Hong Kong Lawyer, Hong Kong Accountant, Singapore Law Gazette, Business Times, ACCA Journal, and Managing Partner Magazine (UK), among many others. Robert is also the author of *Marketing Professional Services in Asia* (Lexis Nexis, 2009), which has been described as one of the most indigenous books on Asian marketing by Professor Oliver Yau (Chair Professor at City University, Hong Kong).

Aside from his consulting work and writing, Robert has conducted numerous seminars and training events for lawyers and accountants accredited by the Hong Kong Law Society and the Hong Kong Institute of Certified Public Accountants. He has a bachelor's degree from Brunel University (London) and an MBA from the University of Lincoln.

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### Registration Form

Name (Dr/Mr/Mrs/Miss/Mdm): \_\_\_\_\_

Name and Address of Law Firm/Law Corporation/Organisation:

Position in Law Firm/Law Corporation/Organisation: \_\_\_\_\_

Date of Admission: \_\_\_\_\_  
(Law Society Member)

AAS No: \_\_\_\_\_  
(Law Society Member)

NRIC/Passport No: \_\_\_\_\_  
(Law Society Associate Members & Non-Law Society Members)

Email: \_\_\_\_\_  
(A valid email address is required for confirmation of registration.)

Tel number: \_\_\_\_\_

Fax number: \_\_\_\_\_

Law Society Member

Employee of Singapore Law Practice

Others

Mode of Payment:

Cheque

Giro-DDA  
(Only for law practices with  
GIRO accounts with the Law Society)

Credit Card

Please Circle as Appropriate	Fees Inclusive of 7% GST, 1 break and course materials.
Members from Small Law Firms (less than 5 lawyers)	\$86.67
Members Group Discount (3 or more delegates from the same organization)	\$86.67
Members of Law Society and Employees of a Singapore Law Practice	\$96.30
Others	\$128.40

Mastercard/Visa No. \_\_\_\_\_

Card Expiry Date: \_\_\_\_\_ (MM/YY)

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

An administration charge of 3% is applicable for payments made via credit card.

Cheque payments should be made payable to 'The Law Society of Singapore' & arrive at our office with the completed registration form on or before the closing date, **18 June 2010**:

For enquiries, please contact Continuing Professional Development Department.

Tel: (65) 6530 0230  
E-mail: [cpd@lawsoc.org.sg](mailto:cpd@lawsoc.org.sg)

Fax: (65) 6536 3855  
Website: [www.lawsociety.org.sg/cpd](http://www.lawsociety.org.sg/cpd)

#### REGISTRATION, REFUND & CANCELLATION POLICY

- The registration fee is due and payable upon registration and must be received prior to the event. Registration will only be confirmed upon receipt of full payment accompanied by a duly completed registration form.
- The Law Society reserves the right to refuse to register or admit any participant, and to cancel or postpone the course or event.
- If you are unable to attend, a substitute delegate is welcomed, provided that the Law Society is notified in writing of the name and particulars of the substitute delegate at least 2 working days before the course or event.
- The Law Society reserves the right to impose a cancellation fee in the event any registrant wishes to cancel his registration or withdraw from the course or event after the registration closing date.
- No refund of registration fees will be made for cancellation or withdrawal made less than 3 days before the date of the course or event. However, a confirmed registrant who has fully paid the course fees but who does not turn up for the course or event will be entitled upon reasonable request to collect a set of the materials provided.
- The Law Society reserves the right to amend, cancel and/or change the program, speaker, date or venue if warranted by circumstances beyond its control.
- Late payment interest at the rate of 1% per month will be charged on all overdue amounts.
- Any costs, fees or expenses (including legal costs) incurred by the Law Society as a result of a breach of the terms and conditions herein or arising out of the enforcement of any of the Law Society's rights hereunder shall be recoverable by the Law Society from the registrant on a full indemnity basis.
- No waiver by the Law Society of any breach of any of the terms and conditions herein shall be deemed to be a waiver of any other or of any subsequent breach. The failure of the Law Society or any delay on its part to enforce at any time any of the terms and conditions herein shall in no way be interpreted as a waiver of such provision.