



Differentiating your Professional Services in a Crowded Marketplace: Innovation and Strategic Focus as a Source of Margin Maximisation

The Law Society of Singapore, Conference Room
Wednesday, 29 April 2009, 12.00pm – 2.30pm

ABOUT THIS SEMINAR

There are many changes in the international legal services market which are affecting both large and small practices. Many are experiencing “commoditisation” (the reluctance of clients to pay for routine work) and others the scrutiny of professional buyers. These, combined with the poor global economy threaten the health and, perhaps, the survival of legal practices.

Laurie Young, who has extensive experience of these issues, will set out practical mechanisms by which legal practices might truly distinguish their services from others and create wealth. If firms like McKinsey can create healthy margins by being distinctive in management consultancy, how can managing partners set their own firm apart in these difficult times? Laurie will cover: how to distinguish different client needs, basis of differentiation, innovation strategies and fundamental drivers of growth.

DESIRED OUTCOMES

By the end of this seminar, the participants will have an understanding of

- The mechanisms of distinguishing a professional practice
- Realistic methods of innovation in legal services

WHO SHOULD ATTEND

This seminar is particularly useful for legal practitioners who are interested in growing their practice and developing a sustainable strategy to do so in the longer term, especially for partners/ directors and sole proprietors. This seminar would also be useful for those who would like gain a better understanding of effective business development strategies and how to differentiating themselves and their services in a competitive marketplace.

SEMINAR OUTLINE

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| 11.30am – 12.00pm | Registration |
| 12.00pm – 1.00pm | Forces affecting international legal services and how to be unique |
| 1.00pm – 1.20pm | Break |
| 1.20pm – 2.20pm | The realities of innovation management in the professions |
| 2.20pm – 2.30pm | Question and Answer Session |

ABOUT THE SPEAKER

Laurie Young

Laurie Young is one of the few independent advisers to the professions who has himself been a partner in a leading firm, (a global marketing partner of PricewaterhouseCoopers). His career has included senior positions with BT and Unisys. He also founded, built and sold a practice.

Laurie now spends most of his time writing and, apart from many articles published in different parts of the world, has authored five books. They include: “*Competitive Customer Care: A Guide To Keeping Customers*”, “*Making Profits from New Service Development*”, “*Marketing The Professional Services Firm*”, and most recently, “*From Products to Services: Insights and experience from companies which have embraced the service economy*”. The latter is published in Chinese this month.

Laurie sits on the Innovation Board of Allen & Overy, winners of the FT’s Most Innovative law firm prize in 2007. He still does some teaching and consultancy and, over the years, his clients have included: Russell Reynolds Associates, Deloitte, Lucent, Ericsson, Microsoft, Cable & Wireless, American Express and Nokia.

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| <p>Venue:</p> <p>Conference Room Level 2, The Law Society of Singapore 39 South Bridge Road Singapore 058673</p> <p>(Registration will begin at 11.30am)</p> | <p>Fee:</p> <p>S\$ 85.60 (Members of Law Society and employees of Singapore law practices)</p> <p>S\$ 128.40 (others) (Includes 7% GST)</p> |
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REGISTRATION FORM

Name (Dr/Mr/Mrs/Miss/Mdm): _____

Name and Address of Law Practice/Organisation: _____

Date of Admission: _____

AAS No: _____ NRIC/Passport No: _____

Position in Law Practice/Organisation: _____

Tel number: _____ Fax number: _____ Email: _____

(A valid email address is required for confirmation of registration.)

Mode of payment:

GIRO DDA

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

Cheque

Credit Card

Credit Card: Mastercard/Visa No. _____ Card Expiry Date: _____ (MM/YY)

Cardholder's Name: _____ Signature: _____

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

Law Society Member

Employee of Singapore law practice

Others

Cheque payments should be made payable to "The Law Society of Singapore" and arrive at our office
39 South Bridge Road, Singapore 058673
with the completed registration form on or before the closing date, **Wednesday, 22 April 2009**

For enquiries, please contact
Continuing Professional Development Department
Tel: (65) 6530 0230/239 Fax: (65) 6536 3855
E-mail: cpd@lawsoc.org.sg
Website: www.lawsociety.org.sg/cpd

REGISTRATION, REFUND & CANCELLATION POLICY

1. 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.
2. Law Society reserves the right to refuse to register or admit any participant, and to cancel or postpone the course.
3. 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 event.
4. 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 after the registration closing date.
5. No refund of registration fees will be made for cancellation or withdrawal made less than 3 days before the date of the course. However, a confirmed registrant who has paid in full the course fees but does not turn up for the course will be entitled to collect a set of the materials provided.
6. Law Society reserves the right to amend, cancel and/or change the program, speaker, date or venue if warranted by circumstances beyond its control.
7. Late payment interest at the rate of 1% per month will be charged on all overdue amounts.
8. 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.
9. 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 to enforce at any time any of the terms and conditions herein shall in no way be interpreted as a waiver of such provision.