



2018 ALPMA SUMMIT PROGRAM

(PLEASE NOTE THIS IS SUBJECT TO CHANGE)

WEDNESDAY, 19 SEPTEMBER 2018 – DAY 1 INTERNATIONAL CONVENTION CENTRE, SYDNEY 14 DARLING DRIVE, SYDNEY, NSW 2000			
12.00-18.00	2018 ALPMA Summit Pre-conference Workshop Registration		
12.00-13.00	Lunch for Workshops		
13.00-14.30	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <p>Workshop A: Meeting Room E3.3 Workshop Chair: Devika Kumar</p> <p>You Can't Facebook Your Firm – Can You? Clarissa Rayward, Director, Brisbane Family Law Centre</p> <p>As a finalist in the Young Entrepreneur of the Year Awards in 2012, 2013 and 2014, Clarissa is an entrepreneur who has changed the face of family law practice in Australia, using social media as one of the platforms to do this.</p> <p>During this workshop, Clarissa will draw on her personal experience in running a small business to discuss;</p> <ul style="list-style-type: none"> Setting goals for a successful marketing strategy The power of your brand Creating the right social media strategy to grow your profile and increase your client relationships (Facebook, Instagram, LinkedIn, Twitter, YouTube) and; Some helpful do's and don'ts for social media marketing </td> <td style="width: 50%; border: none; vertical-align: top;"> <p>Workshop B: Meeting Room E3.1 & E3.2 Workshop Chair: Justine Fletcher</p> <p>The Future of Your Firm - Culture, Performance and Productivity Tony Wilson, Performance Lab</p> <p>To help people and teams do their best work, Law Firms need to improve the way they manage people to create the environment for their people to thrive. In this workshop, we focus on two important aspects of building high performance within Law Firms:</p> <ul style="list-style-type: none"> We look at how we lead people so that we create the environment for people to show up and do their best work, and We look at how individuals need to manage themselves to be completely productive in the 21st Century. <p>You'll learn about the science of high performance, and how it explains how and why we perform at our best. This unique combination of science and management makes leaders re-think their management approach, and the way they approach their work every day</p> </td> </tr> </table>	<p>Workshop A: Meeting Room E3.3 Workshop Chair: Devika Kumar</p> <p>You Can't Facebook Your Firm – Can You? Clarissa Rayward, Director, Brisbane Family Law Centre</p> <p>As a finalist in the Young Entrepreneur of the Year Awards in 2012, 2013 and 2014, Clarissa is an entrepreneur who has changed the face of family law practice in Australia, using social media as one of the platforms to do this.</p> <p>During this workshop, Clarissa will draw on her personal experience in running a small business to discuss;</p> <ul style="list-style-type: none"> Setting goals for a successful marketing strategy The power of your brand Creating the right social media strategy to grow your profile and increase your client relationships (Facebook, Instagram, LinkedIn, Twitter, YouTube) and; Some helpful do's and don'ts for social media marketing 	<p>Workshop B: Meeting Room E3.1 & E3.2 Workshop Chair: Justine Fletcher</p> <p>The Future of Your Firm - Culture, Performance and Productivity Tony Wilson, Performance Lab</p> <p>To help people and teams do their best work, Law Firms need to improve the way they manage people to create the environment for their people to thrive. In this workshop, we focus on two important aspects of building high performance within Law Firms:</p> <ul style="list-style-type: none"> We look at how we lead people so that we create the environment for people to show up and do their best work, and We look at how individuals need to manage themselves to be completely productive in the 21st Century. <p>You'll learn about the science of high performance, and how it explains how and why we perform at our best. This unique combination of science and management makes leaders re-think their management approach, and the way they approach their work every day</p>
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	Delegates will walk away with knowledge on appropriate social media platforms, why their practice should use social media and how to build a sustainable plan to meet their business goals.	
14.30-14.45	Afternoon Tea for Workshops	
14.45-16.45	Workshop A: Meeting Room E3.3 (contd.)	Workshop B: Meeting Room E3.1 & E3.2 (contd.)
15.30-20.00	Exhibition Opens Parkside Ballroom	
17.00-18.00	Partner Connection Sessions 3 x 20 Minute sessions from Premium Summit Partners	
18.00-20.00	Welcome Cocktail Function, First Timers Connections Parkside Ballroom	

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THURSDAY, 20 SEPTEMBER 2018 – DAY 2 INTERNATIONAL CONVENTION CENTRE, SYDNEY 14 DARLING DRIVE, SYDNEY, NSW 2000	
7.30 - 17.00	2018 ALPMA Summit Registration and Trade Exhibition Opens Parkside Ballroom
7.30 - 9.00	Breakfast in the Trade Exhibition Parkside Ballroom
9.00 - 10.30	2018 ALPMA SUMMIT OPENING Pyrmont Theatre Master of Ceremonies: Warrick McLean and Ann-Maree David
9.00 - 9.20	WELCOME TO SUMMIT! Dion Cusack, ALPMA President and Corporate Services Manager, K&L Gates Welcome to Country conducted by Uncle Ray Davison
9.20 - 9.30	Principal Partner Address GlobalX
9.30 - 10.30	<p style="text-align: center;"> How to Prepare Now for What's Next. How to Bullet-proof Your Business Model in Turbulent Times Michael McQueen, Speaker, Author, Futurist </p> <p>Every business and industry today are facing a perfect storm of disruption and upheaval. In the face of the changes ahead, agility and adaptability will be more important than ever.</p> <p>The future success and survival of your organisation will rest on the ability to anticipate, prepare for and pre-empt disruption.</p> <p>In this fast-paced & compelling keynote presentation, audiences discover:</p> <ul style="list-style-type: none"> • The 4 FORMS that disruption will take in the coming decade • The KEY TECHNOLOGY TRENDS that will shape the future including Artificial Intelligence, robotics and business automation • The common CULTURE and MINDSET TRAPS that will set any organization on a collision course with obsolescence – and how to avoid them • PROVEN and PRACTICAL STRATEGIES for staying one step ahead of change and REMAINING RELEVANT <p>Audience members will leave this presentation with a clear action plan for navigating disruption and emerging stronger than ever.</p> <p style="text-align: center; color: blue;">Pillar: Operational Management, Strategy and Innovation</p>
10.30 - 11:00	Morning Tea in Trade Exhibition Parkside Ballroom

11.00 - 13.00	PLENARY SESSION 1 Pyrmont Theatre		
11.00 – 12.00	Leading Teams in Changing Times Mark McCrindle, Social Researcher & Demographer		
<p>This session will look at the implications of the big trends transforming Australasia on client expectations, staff engagement and brand perception. In this era of complexity and message saturation, the importance of thought leadership, brand experience and communication that cuts through is essential. These times create the need for leaders to create a culture of collaborative innovation through effective and engaging leadership. Mark will deliver insights into how to best communicate, lead and futureproof organisations in this era of unprecedented disruption.</p>			
<p>Pillar: Strategy and Innovation, Leadership, Technology and Knowledge</p>			
12.00 – 13.00	Courageous Conversations: You Shape the Future Firm with Every Conversation You Have Linda Murray, Executive Coach, Athena Leadership Academy		
<p>Being masterful at Courageous Conversations is nothing short of an unfair competitive advantage. In fact, I believe Courageous Conversations are the game changers; the new currency in business. Shaping the future firm does start with you, and it happens with every conversation you have.</p>			
<p>You know those uncomfortable conversations we hope will disappear if we avoid them ... yet they tend to actually grow?! Let me show you how having the courage to truly connect with the people around you will reveal a whole side of people, connection and business you've been missing!</p>			
<p>This keynote will entertain, educate and inspire you to rethink how you approach conversations. When you truly understand what drives our interactions, you have the opportunity to know a lot more about people than they realise they are giving away! All you need is the tools you will learn and the courage to give it a go.</p>			
<p>The concepts you will learn during this keynote are immediately applicable in all areas of their life – both at work and at home. After all, we communicate all the time. The result ... you will be a better colleague, leader, direct report, partner, parent, friend.</p>			
<p>Pillar: Strategy and Innovation, Leadership</p>			
13.00 – 14.00	Lunch in the Trade Exhibition Parkside Ballroom		
14.00 – 15.15	Break Out A Pyrmont Theatre Chair: Ann-Maree David	Break Out B Meeting Room C2.2 & C2.3 Chair: Begonia Silvestre	Break Out C Meeting Room C2.5 & C2.6 Chair: Stephanie Beard
	<p>You Have a Strategic Plan, But You Might Not Have a Strategy Tim Williams, Founding Partner, Ignition Consulting Group</p> <p>If you have a hard-working team that seems to be working harder and harder by the day, it's likely because you don't have a hard-working</p>	<p>Money (That's What I Want) Mark Trayner, Director, STAC Capital</p> <p>Irrespective of how well a firm and its lawyers excel in the profession of the Law, it simply cannot excel (or for that matter, survive) in business without being able to successfully manage its finances.</p>	<p>Shape Up: How to Deal with Toxic Behaviour at the Top Grevis Beard, Co-Founder and Director, Worklogic</p> <p>We all know that culture is a critical enabler of future success for law firms. And we're all aware of</p>

	<p>business strategy. In today's overworked culture, we unfortunately assume that more success will always require more time at work. More meetings, more emails, more "team collaboration." But consider that the very purpose of a business strategy is to make it easier to produce the business results we seek.</p> <p>Join business strategist Tim Williams, author of Positioning for Professionals, as he explores the 10 touchstones that represent the litmus test for an effective business and marketing strategy for your firm. Tim will show that strategy isn't about making plans; it's about making choices. By making conscious trade-offs, you create and sustain your firm's competitive advantage.</p> <p style="text-align: center;">Pillar: BD and Marketing, Strategy and Innovation</p>	<p>Firms look to their bank to support them for many reasons, including to fund growth, new and improved systems or offices, smooth out patchy periods, acquire another firm, or buy partners out (or even help them in). Naturally, when you go to your bank, you want them to say yes (after all, money, that's what you want!).</p> <p>To this end, Mark will provide insights as to what banks are truly interested in when considering a Law firm's request for funding, as well as why bank covenants really exist and why you should care about them (arguably more than the bank does).</p> <p>However, is more money actually what your firm NEEDS? The underlying drivers that create the need for more money are rarely as simple as they seem.</p> <p>With this idea in mind, Mark explores (perhaps somewhat provocatively) some of the underlying needs for money that often affect law firms, including:</p> <ul style="list-style-type: none"> • Why Net Profit shouldn't equal Partners' drawings; • Whether exiting or retiring Partners are actually worth their buy-out; • When, as a firm, you should ask yourselves some hard questions, rather than asking the bank for more money. <p style="text-align: center;">Pillar: Financial Management</p>	<p>the significant influence that firm partners and leaders have on setting the culture of the firm. But what do you do when a senior partner, leader or rainmaker is modelling bad behaviour, and setting a tone which is damaging morale, performance and employee retention – and potentially your firm's reputation?</p> <p>In this presentation, Director and co-founder of Worklogic, Grevis Beard will explore:</p> <ul style="list-style-type: none"> • 'Rainmaker' syndrome - the immunity of certain people who are seen as irreplaceable, and seem to get away with anything • How the culture of an organisation can allow bad behaviour to thrive • Leadership: what gets traction, compared to what's needed • The fallout of tolerating bad behaviour <p>Grevis then will share five practical steps you can take to shape the future culture of your firm so that it bad behaviour is no longer tolerated.</p> <p style="text-align: center;">Pillar: Strategy and Innovation, Leadership, People and Culture</p>
15.15 – 15.45	Afternoon Tea in the Trade Exhibition Parkside Ballroom		
15.45 – 17.00	PLENARY SESSION 2 Pymont Theatre		
	<p>Creating an Innovation Culture to Embrace the Future of Law Peter Williams, Chief Edge Officer, Deloitte Centre for the Edge</p> <p>Law firms recognise the need to innovate however they often run into challenges with execution. Pete Williams will take you through how to innovate effectively in professional service firms. He will cover setting your innovation strategy, creating a culture of innovation, understanding the role of emerging</p>		

	<p>technologies such as AI, the methods to apply to innovate successfully as well as new ways of working that allow innovation to flourish. Pete will also identify what he calls the “Innovation Killers” and how to avoid them.</p> <p>Pete’s credentials in the field are second to none. He was the founder of Deloitte Digital, which now operates in 30 countries and has more than 10,000 employees. He has been a key architect and driver of Deloitte Australia’s innovation strategy since the firm embarked on its innovation journey in 2002. This has seen Deloitte recognised as one of the most innovative organisations in Australia for many years as well as being a major contributor to its growth. He has been on the board of Hall and Wilcox for four years with a specific focus on the firm’s Smarter Law strategy. Pete will share the lessons learned from his frontline experiences with examples from the work he has done, so you can apply those lessons to your innovation efforts.</p> <p style="text-align: center;">Pillar: Strategy and Innovation, Technology and Knowledge</p>
1700 – 1705	Video Presentation of the 2018 Thought Leadership Award Nominees
17.05 – 17.40	<p>ALPMA Member Plenary Session</p> <p>Hosted by Dion Cusack, ALPMA President and Corporate Services Manager, K&L Gates</p> <p>ALPMA Members are invited to join the ALPMA Board and Committees for an update and Q&A session</p>
19.00 – 19.30	<p>Pre-Dinner Drinks Grand Ballroom Foyer</p>
19.30 – 23.30	<p>Gala Dinner Theme: “Neon Galaxy” Grand Ballroom</p> <p>Guest Speaker: Michael McQueen</p> <p>Michael McQueen is a multi-award winning speaker, trend forecaster and six-time bestselling author. With clients including KPMG, Pepsi and Cisco, he has helped some of the world’s most successful brands navigate disruption and maintain momentum. Having been recently named Australia’s Keynote Speaker of the Year, Michael was inducted into the Professional Speakers Halls of Fame.</p> <p>Michael's newest book How to Prepare Now for What's Next is a revealing glimpse at the key trends that will shape the coming years including Artificial Intelligence, robotics and nanotechnology. Michael's explores the technological shifts and social changes that no organization or individual can afford to ignore and offers a practical game plan for thriving in an age of disruption.</p>

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FRIDAY, 21 SEPTEMBER 2018 – DAY 3 INTERNATIONAL CONVENTION CENTRE, SYDNEY 14 DARLING DRIVE, SYDNEY, NSW 2000			
8.00 – 17.00	2018 ALPMA Summit Registration and Trade Exhibition Opens Parkside Ballroom		
8.00 – 9.00	Breakfast in the Trade Exhibition Parkside Ballroom		
9.00 - 10.00	PLENARY SESSION 3 Pyrmont Theatre Master of Ceremonies: Warrick McLean and Ann-Maree David		
	Death by a Thousand Features Tim Williams, Founding Partner, Ignition Consulting Group		
	<p>Can the same kind of "feature fatigue" made famous by over-engineered products apply just as well to a professional services firm? Absolutely it can, and it produces largely the same effects.</p> <p>During this compelling keynote address, business strategist and author Tim Williams will show that while some degree of diversification is desirable, offering too many services creates the "paradox of choice" among current and prospective clients, who can be overwhelmed by too many options. Successful firms understand that the most profitable business strategies are about deciding which services not to offer, which categories not to represent, and which prospects not to chase. Join Tim as he builds an airtight case for why "complexity is for amateurs."</p> <p style="text-align: center; color: #4F81BD;">Pillar: Strategy and Innovation, BD and Marketing</p>		
10.00 - 10:30	Morning Tea in the Trade Exhibition Parkside Ballroom		
10.30-11.35	Break Out A Pyrmont Theatre Chair: Begonia Silvestre	Break Out B Meeting Room C2.2 & C2.3 Chair: Ann-Maree David	Break Out C Meeting Room C2.5 & C2.6 Chair: Justine Fletcher
10.30-11.10	<p style="text-align: center;">Getting Your Structure Right Sam Coupland, Director, FMRC</p> <p>The difference between those firms that thrive and those that don't often has more to do with personnel structure than anything else.</p> <p>This session will explore the optimal ways to structure your practice groups to enhance profitability; the impact of structure in assessing</p>	<p style="text-align: center;">The Future Workforce in the Future Firm <i>Part 1</i> Kim Seeling Smith, CEO, Ignite Global</p> <p>Blockchain, smart contracts, cloud computing, the expansion of in-house legal teams, and increased competition from both boutique, specialised firms as well as the re-emergence of a legal presence within multi-disciplinary practices such as the Big 4 accounting firms.</p>	<p style="text-align: center;">How to Build a Remarkable Service Culture Carl White, Director, CXINLAW</p> <p>In today's legal market where differentiators are difficult to find and leverage, it has never been more important to create a remarkable and profitable service culture that inspires staff, delights clients and makes your firm the provider and employer of choice.</p>

	<p>performance; trends in partner compensation and successful succession.</p> <p>Pillar: Financial Management</p>	<p>These pose both opportunities as well as threats for today's legal practice management teams.</p> <p>In order to leverage these opportunities and manage the threats we must be able to attract, engage and retain a workforce that is agile, innovative, creative and solutions oriented.</p> <p>In the midst of an increasingly competitive 'War for Talent' brought about by changing demographics and shifting required skills.</p> <p>Ignite Global's proprietary, LIGHT Up Your Workforce® model will leave you with 5 key strategies to embrace these new paradigms and to help you build the workforce of the future.</p>	<p>Don't miss this opportunity to join Carl White, a recognised expert in Client Experience for a practical session informed by the work of CXINLAW with legal providers in the UK and Australia.</p> <ul style="list-style-type: none"> • Appreciate the impact of consumer service on your clients' expectations of law • Build a mandate among leaders and staff for achieving service goals together • Learn about the four key building blocks of driving Client Experience improvements • Use design thinking and customer journey mapping to uplift the clients' experience • Embed the new service culture with motivated staff that consistently "wow" clients <p>Carl will bring together world-class practises of customer service and proven techniques within law that makes your clients' experience remarkable. Whether you have just begun your firm's journey to client service excellence or are seeing the results you need and want to aim higher, this session is for you.</p> <p>Pillar: BD and Marketing</p>
11.10 – 11.35		Break Out B Meeting Room C2.2 & C2.3	
11.35 – 12.30	Break Out A Pymont Theatre Chair: Diana Dawid	The Future Workforce in the Future Firm <i>Part 2</i>	Break Out C Meeting Room C2.5 & C2.6 Chair: Devika Kumar
	<p>The Innovation Imperative Dan Hunter, Foundation Dean, Swinburne Law School</p> <p>Law firms all know that they have to change and respond to the demands and challenges of technology and the innovation age. They just don't know how to do it. In this presentation, Professor Hunter will discuss the nature of technology within the legal services market, present a guide to how law is going to change over the next ten years, and discuss how firms can futureproof their business and practice</p>	<p>Creating Your Law Firm's Digital Workforce Claudia King, CEO, Automio</p> <p>Disruption in Action. A Case Study Highlighting "Start up Culture" Highs and Lows Janelle Kerrisk, Founder, Helix Legal</p> <p>What Got You Here Won't Get You There. Mindsets for Success Katherine Thomas, Director, Katherine Thomas Consulting</p>	<p>Strategic Project Management in an AI Tech-centric World Brendan Hunt, General Manager, Strategic Business Alliance</p> <p>In this innovative workshop, we will engage with participants to explore the seemingly conflicting personal responsibilities and legal obligations with the rise in usage of AI and technology solutions and offer solutions to achieving best practice outcomes for clients and stakeholders</p> <p>Pillar: Operational Management</p>

	groups through formal innovation processes. Pillar: Strategy and Innovation, Operational Management, Technology and Knowledge	Pillar: Leadership, People and Culture, Strategy and Innovation	
12.30 – 13.30	Lunch in the Trade Exhibition Parkside Ballroom		
13.30 – 14.45	PLENARY SESSION 4 Pymont Theatre PANEL DISCUSSION		
	<p>Rise of the Machines – The Essential Guide to Future Law Firms</p> <p>Snapshot of the 5 Lawtech Trends That You Should Know About: A Guide for Non Geeks Fiona McLay, Special Counsel, Rankin Business Lawyers</p> <p>Challenges in Cybersecurity Jill Slay, La Trobe Optus Chair in Cybersecurity</p> <p>Blockchain...Friend or Foe? John Flood, Director of the Law Futures Centre at Griffith University</p> <p>You Are The Biggest Risk ... Goodbye ... But It Doesn't Have To End This Way Dugald Hamilton, Founder and Principal, 23legal</p> <p>Pillar: Strategy and Innovation, Operational Management</p>		
14.45 – 15.15	Afternoon Tea in the Trade Exhibition Parkside Ballroom		
15.15- 16.15	Break Out A Pymont Theatre Chair: Stephanie Beard	Break Out B Meeting Room C2.2 & C2.3 Chair: Naomi Mole	Break Out C Meeting Room C2.5 & C2.6 Chair: Diana Dawid
	<p>Smart Collaboration in Law Firms Joel Barolsky, Managing Director, Barolsky Advisors Pty Ltd</p> <p>Being collegiate is just not enough these days. In order to grow, firms need to break down internal silos and become deeply collaborative with</p>	<p>Grow Your Firm and Save Time Using Automation Fiona and Tim Kirkman, Co-CEO's, LawSwitch</p> <p>During this session we will explore the changing landscape of client engagement and the key influences behind this change. We will discuss</p>	<p>New Approaches to Measuring Profitability: Selecting the Right Profit Measures for Different Business Needs Tim Corcoran, Corcoran Consulting Group</p> <p>In the modern law firm, it's no longer sufficient to measure profit as simply the difference between aggregate firm revenue and aggregate firm</p>

	<p>everyone working seamlessly to solve clients' problems.</p> <p>Professor Heidi Gardner of Harvard Business School recently completed a 10-year study into collaboration in professional firms. Her findings indicated a 7-fold revenue difference between a collaborative approach and a cross-selling collegiate model.</p> <p>This presentation will define 'smart collaboration', share the results of Gardner's study, identify the common barriers to collaboration, outline various strategies and tactics firms can adopt to become more collaborative and provide pointers for successful implementation.</p> <p style="text-align: center;">Pillar: Strategy and Innovation, BD and Marketing</p>	<p>how technology is the key driver of this change and how it provides unique opportunities for law firms to innovate to adapt to this change. Specifically, we will consider how technologies such as document automation, online bookings, legal chatbots, artificial intelligence (AI) and secure file sharing can be adopted by law firms. We will explore how each of these technologies work and how they are relevant to your firm's growth and productivity. Using a practical demonstration, we will show how these technologies can work together on your website to provide an automated client engagement experience.</p> <p style="text-align: center;">Pillar: Operational Management, Technology and Knowledge</p>	<p>costs. Sophisticated businesses operating in competitive markets require more nuanced approaches that apply in different business circumstances. In this session, we'll discuss how law firms are adopting new approaches to measuring profits, including incorporating collaboration, client retention and penetration rates, business development, succession, and other measures of fiscal health. We'll also illustrate how these different profit metrics are essential for ensuring matter profitability, rewarding performance, driving innovation, and establishing competitive pricing.</p> <p>Attendees will:</p> <ul style="list-style-type: none"> • See several different profit calculations, including some that are uncommon in a law practice • Learn the utility of these approaches for different business circumstances • Understand when and why to use different profit formulas • Identify how to overcome the data and cultural challenges to developing new approaches to profitability <p style="text-align: center;">Pillar: Financial Management</p>
16.15- 17.15	SUMMIT WRAP UP Pymont Theatre PANEL DISCUSSION		
	<p>Moderated by Warrick McLean</p> <p>Tim Corcoran, Corcoran Consulting Group</p> <p>Tim Williams, Founding Partner, Ignition Consulting Group</p> <p>Dan Hunter, Foundation Dean, Swinburne Law School</p> <p>Claudia King, CEO, Automio</p>		
17.15 – 17.45	POST SUMMIT DRINKS		