

A Birmingham Law Society Conference: “Planning For Change”

Date: Thursday 26th of January 2012

Time: 1:45pm - Registration
2pm to 5pm - Conference

Venue: Anthony Collins Solicitors, 134 Edmund Street, Birmingham B3 2ES

CPD: 3 hours accredited by the SRA

Fee: £75 plus VAT for members, £105 plus VAT for non-members



This Conference is a must for all law firms working through how to respond to our changing legal climate with the advent of ABSs and changes to funding of legal services. We will be addressing critical issues such as:

- What are the top three things that I should be doing right now to compete with new entrants into the legal market and the emergence of national brands?
- How do I continue to run a sustainable business?
- Are there any clues as to the trends emerging that I need to know about?
- What new structures should I be considering and what about mergers and acquisitions?
- How can bankers and accountants help or hinder change?
- What are the PII implications of structural change or retirement?

You will hear from national players who are advising on these issues across the country and therefore are ideally placed to provide relevant training and advice. We will end the afternoon with a panel debate and discussion.

SPEAKERS:

- Chair: Andrew Lancaster, President of Birmingham Law Society

- Des Hudson, Chief Executive of the Law Society

- Andrew Hedley, Hedley Consulting

- Martin Hall, Senior Account Executive at Giles Professional Risks

- Chris Marston, Head of Professional Practices at Lloyds TSB

- Martin Ramsey, Assurance Director at Grant Thornton

- Jayne Willetts, Solicitor Advocate

- Anthony Collins, Founder of Anthony Collins Solicitors

- Lewis Onions, Managing Director at Lewis Onions Solicitors Limited

To book onto this conference, telephone Glenda Rogers, Professional Services Manager at Birmingham Law Society on 0121 222 4193 or email : glenda@birminghamlawsociety.co.uk

Speaker Profiles:

- **Chair: Andrew Lancaster, President of Birmingham Law Society and Partner at Anthony Collins Solicitors.**

- **Des Hudson, Chief Executive of the Law Society.** Desmond Hudson graduated in law from the University of Leeds in 1977. He qualified as a solicitor in 1980 and worked in private practice until 1987. During that time he became a partner in a major provincial law firm in the north west of England, specialising in crime and child protection work. In 1987 Des joined the Yorkshire Building Society as an assistant solicitor and held a number of positions becoming Director of the Society during five years there. Des joined the Institute of Chartered Accountants of Scotland in September 2004 as chief executive designate, subsequently becoming chief executive. On 4 September 2006 Des took up the position of chief executive of the Law Society of England and Wales.

- **Andrew Hedley, Hedley Consulting.** Andrew helps the leaders of law firms to create mould-breaking strategies, develop strong brands, forge robust client relationships and design compelling propositions. His work is characterised by intellectual rigour, a focus on change dynamics and an action-orientation in developing strategy that is both stretching and achievable. Hedley Consulting is recognised as a leading boutique strategy consultancy within the legal sector with clients ranging from global firms to significant regional players. In addition to his strategic project advice, Andrew is much sought after as a strategy group guide, partner retreat speaker, workshop facilitator and moderator. He is a respected contributor to specialist marketing and management publications and a regular keynote conference speaker. He is the author of *Developing Strategic Client Relationships* (2008) and *Client Strategy in a Changing Legal Market* (2011). Following his MA, Andrew completed an MBA in 1993. Both focused on professional services strategy and business development. He has over 20 years' experience of managing and advising professional service firms, with approaching 15 years focused on the legal sector, prior to which he was the managing director of an architectural practice. He was the business development director of two leading international law firms for nine years before establishing Hedley Consulting in 2005.

- **Martin Hall, Senior Account Executive at Giles Professional Risks.** Martin Hall (Cert CII) is a Senior Account Executive at Giles Professional Risks. Giles Professional Risks is a Top 5 UK Broker with a Professional Risks Division offering advice to law firms for over 12 years. Giles Professional Risks is an approved PII Broker to NAEA, REC, RICS. Martin, a Senior Client Executive for Solicitors, provides advice and feedback to The Law Society, Insurance & Lexcel based Risk Management advice to clients together with Succession, Merger & Exit guidance to clients on insurance matters. Giles Insurance Brokers Ltd was founded in 1967 by Michael Giles. Chris Giles, now CEO having grown the business significantly with 1300 staff, 52 branches controlling £400m plus in premiums. Giles Professional Risks Division places £40m plus in premiums.

- **Chris Marston, Head of Professional Practices at Lloyds TSB Commercial.** Chris is Head of Professional Practices at Lloyds TSB Commercial, which looks after businesses with annual turnover of up to £15 million. His role is to ensure that the bank's solicitor customers receive the right level of service, delivered by specialist relationship managers, and financial products designed to meet the needs of a changing profession. Chris is responsible for maintaining a high level of understanding of sector issues among Lloyds TSB's specialists, and he speaks and writes regularly on financial issues affecting the legal profession.

- **Martin Ramsey, Assurance Director based in the Birmingham office of Grant Thornton.** Martin has specialised in advising professional practices for the last ten years. He is an active member of Grant Thornton's national professional practices group and is an expert in both LLP financial reporting and the Solicitors Accounts Rules. Martin is an auditor by training and therefore heads up the audit and financial reporting offering to his clients but in recent years Martin has also advised on many areas including LLP conversion, capital structures, succession planning, financing and strategic matters. In 2010 Martin co-authored a Grant Thornton thought leadership report entitled 'Stepping up to the Mark: from partnership to corporate behaviour' which examines the approach of the legal sector to financial reporting and how this impacts on the challenges and opportunities that firms will face in the future.

- **Jayne Willetts Solicitor Advocate.** Jayne is a Solicitor Advocate with her own specialist professional regulation practice Jayne Willetts & Co. She regularly appears as an advocate before the Solicitors Disciplinary Tribunal either prosecuting on behalf of the SRA or defending other solicitors. She regularly advises on all aspects of professional regulation. A former President of Birmingham Law Society and regular columnist in the Society's Bulletin Jayne is also Chair of the Standards Committee for Coventry City Council as well as Legal Adviser to the Conduct Committee of the Chartered Institute of Architectural Technologists.

- **Anthony Collins.** Anthony was founding partner of Anthony Collins Solicitors and a former President of The Birmingham Law Society. Having retired in 2003 he has become interested in helping senior lawyers prepare for the adjustment that retirement brings and mentors those approaching retirement. His interests and commitments include promoting knowledge of Birmingham's history, chairing the Cathedral Council, being a Vice Chairman of The Birmingham Civic Society and a trustee of Chaplaincy Plus. Anthony trained as a Solicitor at Wragge & Co and is also qualified as a barrister and solicitor in Ontario Canada.

- **Lewis Onions, Managing Director at Lewis Onions, Solicitors Limited.** Lewis started his career in insolvency in 1990 on qualification as a Solicitor at the Birmingham office of a large regional law firm. He later practiced in the East Midlands office of the same firm. Lewis has held an Insolvency Licence since 1998. He spent a year in a business support role advising successful and unsuccessful businesses nationally before establishing Lewis Onions Solicitors as a dedicated insolvency law firm in 2002. Lewis has experience of instructions arising from insolvency, business failure and underperformance in many business sectors and has been involved with the insolvency of many well-known companies and organisations, most recently the high street retailer, Viyella. He has extensive experience in the insolvency and reconstruction of legal practices and has acted as the Court-appointed Special Manager of a number of bankrupt legal firms and is currently the liquidator of a failed corporate legal services firm.