

IN TUNE WITH THE FUTURE
OF THE PRACTICE OF LAW



2019 FUTURES CONFERENCE
OCTOBER 24-25
NASHVILLE

PRESENTED BY COLLEGE OF LAW PRACTICE MANAGEMENT

PRELIMINARY SCHEDULE

(AS OF September 8, 2019)

THURSDAY, OCTOBER 24

Note: Unless otherwise noted, all conference sessions are presented in Room 157 at Belmont University College of Law (Randall and Sadie Baskin Center, 1901 15th Ave. S.).

Session Topic	Time	Session Description
New Fellows Orientation	10:30 a.m.	Orientation Session for <i>Class of 2019 inductees only</i> ; also attended by the College's Board of Trustees
Registration Opens	11:00 a.m.	All conference attendees can pick up their badges and materials at the Registration Desk. You can then network and relax in the Student Commons area or explore the campus until lunch is served. Location: Belmont Law School Grand Lobby
Buffet Lunch	Noon	Enjoy a buffet lunch with your friends and new acquaintances. Location: Belmont Law Library on the 2nd Flr.
Welcome	12:45 p.m.	Welcome to the College of Law Practice Management's 2019 Futures Conference! <i>Speaker: Mark Greene, COPLM President</i>
Welcome/Opening Remarks-- Belmont College of Law	12:50 p.m.	Welcome to Belmont University College of Law! <i>Speaker: Alberto R. Gonzales; Dean and Doyle Rogers Distinguished Professor of Law</i>
Pitch Perfect!	1:30 p.m.	<i>Speakers (Fellows & 2019 Conference Co-Chairs):</i> - <i>Tim Corcoran; Principal; Corcoran Consulting Group</i> - <i>Teresa Walker; Chief Operating Officer, Emeritus; Waller Lansden Dortch & Davis, LLP</i>
In Tune With the Future	1:40-2:15 p.m.	A Nashville music industry executive recounts how the music industry has undergone both evolution and revolution, upending tradition, and shifting the economic balance between musicians and labels and consumers. The lessons learned provide a helpful roadmap for the legal profession in adapting to its own market disruptions. <i>Speaker: Kris Ahrend; President; U.S. Legal Services - Warner Music Group</i>

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Company Law Company	2:15- 2:45 p.m.	<p>A primary role of a company's law department is to increase business velocity, that is to advance the company's commercial interests while managing risk and ensuring compliance. The approaches by which law departments are meeting this challenge are rapidly changing. Our experts illustrate the journey of the law department into a business unit, and the journey of outside counsel from selling hours to providing cost-effective solutions, and they will discuss the expansion of legal sourcing to include law companies.</p> <p><i>Speakers (Fellows):</i></p> <ul style="list-style-type: none"> - <i>Nicole Nehama Auerbach; Founding Partner, ElevateNext Law and Deputy General Counsel; Elevate Services</i> - <i>Jeffrey Carr; Senior Vice President & General Counsel; Univar Solutions, Inc.</i> - <i>Susan Hackett; CEO; Legal Executive Leadership, LLC</i> - <i>Patrick Lamb; Founding Partner; ElevateNext Law and Vice President; Elevate Services</i>
Leaders Lead and Lawyers Lawyer	2:45- 3:15 p.m.	<p>The role of a law firm leader or manager is shifting away from an honorary part-time role occupied by respected lawyers to a full-time executive role requiring business acumen, a head for strategy and finance, and emotional intelligence.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> - <i>Tim Lupinacci; Chairman & CEO; Baker Donelson</i> - <i>Adam Severson (Fellow); Chief Marketing & Business Development Officer; Baker Donelson</i>
The 4th Industrial Revolution is Happening Now!	3:30- 4:00 p.m.	<p>The pace of evolution is quickening. Hear this visionary's perspective on what this means to the legal industry.</p> <p><i>Speaker (Fellow-Elect): George Beaton; Executive Chairman; Beaton Research & Consulting</i></p>
Law's Quantum Leap	4:15- 4:45 p.m.	<p>The delivery of legal services relies increasingly on technology and artificial intelligence. Imagine the impact on access to justice in a world with unlimited computing power. A representative from the U.S. Department of Energy's Oak Ridge National Laboratory (located about two hours away) describes the current state and awe-inspiring potential of quantum computing.</p> <p><i>Speaker: TBA</i></p>
Collaboration as a Competitive Advantage	4:45- 5:15 p.m.	<p>Effective supply chain collaboration goes beyond pricing and engages legal services buyers and sellers in the development of collaborative solutions that become embedded into each organization's business operations. Our experts will illustrate how continuous improvement provides the ideal framework for prioritizing and addressing these challenges and opportunities.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> - <i>Mo Zain Ajaz (Fellow-Elect); Chief Counsel and Global Head of Legal Operations; National Grid plc</i> - <i>Catherine MacDonagh (Fellow); CEO; Legal Lean Sigma Institute LLC</i> - <i>Merry Neitlich (Fellow); Founder & Managing Partner; EM Consulting</i>
Celebrating 25 Years!	6:00- 9:15 p.m.	<p>Overlook the Nashville Skyline, enjoy live music, cocktails, a buffet dinner and a little Nashville magic.</p> <p>Location: Waller Lansden Dortch & Davis Conference Center</p>

FRIDAY, OCTOBER 25

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Session Topic	Time	Session Description
Registration Opens	7:15 a.m.	Conference attendees can pick up their badges and materials at the Registration Desk. <i>Location: Belmont Law School Grand Lobby</i>
Breakfast Buffet	7:15- 8:00 a.m.	Enjoy the breakfast buffet and networking with your peers. <i>Location: Belmont Student Commons, 1st Flr.</i>
Change Never Sounded Better	8:00- 8:30 a.m.	What if anyone could become a professionally sounding musician, on any instrument, with minimal investment? Instrument One from Artiphon is an innovative tool for artists and non-artists to play music in whatever style suits them, on numerous instruments, with the use of technology. It has the potential to disrupt or to enhance the traditional approach to making music, with music making more accessible to all. The lesson for legal professionals is that disruption can provide greater and more effective access to legal services. <i>Speaker: Dr. Mike Butera, Founder & CEO, Artiphon, Inc.</i>
AI in Action in the Legal Industry	8:30- 9:00 a.m.	These two vignettes will showcase how AI has improved legal services delivery. <i>Speakers (Fellows):</i> - <i>Kunoor Chopra; Vice President Legal Services; Elevate</i> - <i>Patrick DiDomenico; Chief Knowledge Officer; Ogletree Deakins</i>
Law Firm Business Development 3.0: A Comprehensive Approach for Turning Lawyers into Rainmakers	9:00- 9:30 a.m.	The Seller's Market that ended with the Great Recession is proving to be a double-edged sword for law firms. The upside is that those two decades of steadily increasing demand enabled law firms to grow professionally and financially beyond what anyone could have predicted. The downside is that the relative ease of getting business kept them blissfully ignorant of the principles and mechanics of business development and, by extension, what it truly takes to develop revenue generators who consistently produce reliable revenue. Mike O'Horo and David Freeman will show you how a change of philosophy and a more thoughtfully designed internal structure can enable your firm to gain significant competitive advantage, and in the process eliminate the training budget waste that your peers estimate at 80%. Rather than approach business development in the makeshift manner that has dominated our industry for decades, Mike and David will introduce an intelligent, comprehensive approach that adds missing features like identifying those with the greatest potential for success and developing "sales management" skills in group leaders so they can sustain efforts over time. <i>Speakers (Fellows):</i> - <i>David Freeman; Founder; Law Firm CultureShift</i> - <i>Mike O'Horo; Founder, Innovator; RainmakerVT</i>
Standardizing Legal Services Delivery	9:30- 9:45 a.m.	Consistency is a leading indicator for quality. SALI is a nonprofit legal industry-wide effort to create and promote standardization across the legal eco-system. Our experts will present a case study illustrating the benefits of standards in action. <i>Speakers (Fellows):</i> - <i>Toby Brown; Chief Practice Management Officer; Perkins Coie</i> - <i>Christopher Ende; Chief Value Officer; Goulston & Storrs</i>

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Bridging the Buyer/Seller Divide	10:00-10:30 a.m.	Markets with effective collaboration between buyers and sellers generate far more profits than markets with adversarial supply chains. An expert in law firm pricing and an expert in law department buying discuss the evolution of the legal marketplace from "I win, you lose" to "We both win." <i>Speakers:</i> - <i>Richard Burcher (Fellow-Elect); Managing Director; Validatum</i> - <i>Silvia Hodges Silverstein (Fellow); Executive Director; Buying Legal Council</i>
Client Centric Legal Marketing	10:30-11:00 a.m.	As legal services marketing evolves beyond showcasing lawyers' capabilities, law firm and law company marketers are embracing advanced marketing techniques focused on addressing client needs. <i>Speakers (Fellows):</i> - <i>Connie Brenton; Chief of Staff & Sr. Director, Legal Operations; NetApp, Inc.</i> - <i>Elonide Semmes; President; Right Hat LLC</i>
The Future of Law's Ink-Stained Wretches	11:00-11:15 a.m.	Just as social media, citizen journalism, and the slow erosion of print media has disrupted mainstream journalism, legal journalism is undergoing change. A respected legal journalist illustrates the risks and rewards of an uncertain future and showcases how one non-traditional media company is addressing the opportunity. <i>Speaker (Fellow): Robert Ambrogi; Partner; Law Offices of Robert J. Ambrogi</i>
Resilience and the High-Performance Culture	11:15-11:45 a.m.	As the legal profession wakes up to the reality of workplace toxicity, experts illustrate how to quantify the economic, social, and client service benefits of embracing a resilient workforce while maintaining a high-performing culture. <i>Speakers:</i> - <i>Renee Branson; Founder/Principal Consultant; RB Consulting</i> - <i>Stewart Levine (Fellow); Founder; ResolutionWorks</i> - <i>Ronda Muir (Fellow-Elect); Principal; Law People Management</i>
Ubering the Guild	11:45-12:15 p.m.	Several state and provincial Bar Associations and legislatures are considering whether current lawyer ethics regulations, while well-intentioned, impede access to justice. Will the US and Canada follow Australia and The United Kingdom in removing restraints on the delivery of legal services? Given the pace at which informed buyers and innovative providers are collaborating on legal services delivery, does it even matter whether lawyers themselves get on board? Hear from these experts who have been involved in the California State Bar Association's initiative and Task Force on Access Through Innovation of Legal Service. <i>Speakers:</i> - <i>Lori Gonzalez; Owner; RayNa Corporation</i> - <i>Bill Henderson (Fellow); Professor of Law; Indiana University Mauer School of Law</i> - <i>Heather Morse (Fellow); Chief Business Development Officer; McGlinchey Stafford</i>
Lunch - 2019 InnovAction Awards Program	12:15-1:30 p.m.	Join us for the announcement of the 2019 InnovAction Award winners! <i>Host: Patrick Lamb (Fellow); Founding Partner; ElevateNext Law and Vice President; Elevate Services</i> Location: Curb Event Center, Vince Gill Room (a 5-minute on-campus walk from the Randall and Sadie Baskin Center)

Session Topic	Time	Session Description
Legal Problem Solving and Improving Access to Justice Using Design Thinking	1:30-2:00 p.m.	Experiment with using 21st century thinking to design creative solutions to 21st century legal services delivery problems and to improve access to justice. Also, hear how a startup tech company and a BigLaw firm re-engineered pro bono efforts to improve access to justice. <i>Speakers:</i> - Felicity Conrad; Co-Founder & CEO, Paladin PBC, Inc. - Luke Liss; Of Counsel & Pro Bono Counsel; Wilson Sonsini Goodrich & Rosati - Cat Moon (Fellow-Elect); Director of Innovation Design for the Program in Law and Innovation; Vanderbilt University
Incentivizing the New Normal in Lawyer Compensation	2:15-2:45 p.m.	Expert discusses how lawyer compensation is shifting away from rewarding production to rewarding the profitable behaviors that further law firm strategies, strategies that are increasingly reliant on achieving client satisfaction. We'll also discuss how AI and technology are becoming more useful in compensation design and administration. <i>Speaker: Tim Corcoran (Fellow); Principal; Corcoran Consulting Group</i>
Using Data Analytics to Close the Gender Pay Gap	2:45-3:15 p.m.	A data scientist uses analytics to address the gender pay gap, showcasing how data and information can better inform management priorities. <i>Speaker: Zev Eigen (Fellow-Elect); Founder & Chief Science Officer; Syndio</i>
The Data-Driven Manager	3:15-3:45 p.m.	Effective business leaders make informed decisions based on data rather than relying primarily on gut instincts. Just as "Moneyball" illustrated the shift toward a data-driven culture in professional sports, our expert illustrates the revolution of data-driven management in law. Today, there is a lot more data available than there are managers consuming it. Our expert will provide insights as to the staggering gap between what is possible today and what is being done. <i>Speaker: Bill Henderson (Fellow); Professor of Law; Indiana University Mauer School of Law</i>
Visual Intelligence	3:45-4:00 p.m.	The explosion of data analytics in an information economy can pose a burden for the 65% of the population that consumes information visually. A noted legal technologist and futurist showcases how visual learning can make the consumption of data more digestible by the legal marketplace. <i>Speaker (Fellow): Ron Friedmann; Chief Knowledge & Information Officer; LAC Group</i>
Bringing the Future to the Present	4:00-5:00 p.m.	Attendees will participate in facilitated break-out discussions to brainstorm how to accelerate the adoption of these concepts and solutions into the delivery of legal services. The collective creativity, diversity, and experience of the College of Law Practice Management Fellows along with the conference's expert presenters and attendees will be captured for later publication to help catalyze theory into action. <i>Speaker (Fellow): Susan Hackett; CEO; Legal Executive Leadership, LLC</i>
Induction Reception and Dinner - CMA Awards Style!	7:00-11:00 p.m.	Welcome to the Class of 2019! Join us for this glitz and glam (Nashville CMA Awards style) dinner as the Board of Trustees welcome the Class of 2019! The night's performing artists will include Fellows showcasing their musical talents. After the induction program, the evening continues with a Fellows Jam Session! <i>Location: Loews Vanderbilt</i>