



LEGAL PRICING MASTERCLASS

Presented by Colin Jasper & Stuart Dodds

March 2 - 3, 2020

SPONSORED BY

Susan Raridon Lambreth
Principal, LawVision Group LLC
and LPM Institute



HOSTED BY

Blank Rome LLP
1271 Avenue of the Americas
New York, NY 10020



“A misguided pricing strategy can shrink profitability, warp client relationships, and destroy a brand.”

Nick Wreden (Brand Futurist)



PRESENTERS



Colin Jasper
Principal,
Positive Pricing

Colin Jasper

Colin Jasper is a world leading expert in pricing professional services. He has consulted to market-leading accounting, consulting and engineering firms as well as most of the leading law firms in Asia and the UK; and an increasing proportion of the AmLaw100.

Colin was the Program Director of the Australia Graduate School of Management's Business-to-Business Pricing program. He has been a guest lecturer at numerous business schools and universities and has consulted to professional services firms for over 20 years. Colin has been a keynote speaker at conferences in the UK, the US, China, Singapore, Malaysia and Australia. His articles have been published in a range of journals and magazines including Professional Service Firms Journal, The Law Management Journal, and the Journal of the Professional Pricing Society. He authored the pricing chapter in the American Bar Association book, *The Power of Legal Project Management* (2014) and the pricing chapter of *Effective Practice Group Leadership* (2017). Colin conducts regular research amongst general counsel on their buying behaviour and their attitudes to law firms and is the co-founder of Legal Pricing Roundtables run every six months in both New York and London. Colin was an inaugural recipient of the TVPi Legal Educator of the Year (awarded June 2019).



Stuart Dodds
Principal,
Positive Pricing

Stuart Dodds

Stuart Dodds is recognized as one of the leading pricing practitioners in the global legal market. He was one of the first, and longest serving, pricing directors having been Director of Global Pricing and LPM at Baker McKenzie and having held a similar role at Linklaters. As the Director of Global Pricing & LPM at Baker McKenzie, Stuart was responsible for the development of their global pricing strategy and for providing targeted pricing and negotiation support to partners across their 77 offices worldwide.

Stuart has written many articles in pricing and legal project management publications, is the author of *Smarter Pricing, Smarter Profit* (published by the American Bar Association, March 2014 and an updated edition due for publication in early 2020), and editor of/main contributor to *Pricing on the Front Line* (published by the American Bar Association, January 2017). He is an accredited Certified Pricing Professional (CPP), Accredited Legal Pricing Professional (ALPP), and Accredited Legal Project Manager (ALPM). Stuart also sits on a number of industry-related advisory bodies, is a Fellow of the College of Law Practice Management, and was, along with Colin, one of the first recipients of the TVPi Legal Pricing and Legal Project Management Educator of the Year (awarded June 2019).



**POSITIVE
PRICING**



REASONS TO ATTEND

The Masterclass is designed to a) develop the pricing capability of participants and b) to help identify specific pricing opportunities that can be immediately realized by their firm.

Developing the pricing capabilities of participants

- Develop a comprehensive understanding of pricing theory and practices relating to legal services
- Credibly demonstrate value to clients and to increase price-setting discretion
- Develop your knowledge on how to successfully price matters and explore various pricing tactics designed to avoid competing on price
- Understand leading pricing practices within the professional service market
- Explore various pricing strategies designed to increase profit margins and market share.

Identifying opportunities to improve the firm's pricing

- Conduct a comprehensive assessment of the firm's pricing and integrate into a pricing strategy
- Identify methods of building your firm's pricing capability
- Review different approaches to managing the pricing function and establishing pricing policies
- Identify and prioritize opportunities to improve your firm's pricing outcomes.
- Numerous case studies will show how firms have significantly improve their pricing outcomes.

Register today by clicking here.

Early Bird Discount available until February 7, 2020



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and LPM Institute






PAST ATTENDEES

This Masterclass has been attended by most of the leading law firms in Europe, most of the leading law firms in Asia and over 70% of the AmLaw100. Attendees have included Pricing Directors, Business Development Directors, CFOs, Managing Partners, Practice Group Leaders, Partners and others involved in pricing.

Heads of Pricing of many of the world's leading law firms have attended this Masterclass including:

- Alston & Bird
- Arnold & Porter
- Baker McKenzie
- Covington & Burling
- Dechert
- Dentons
- Eversheds Sutherland
- Gibson, Dunn & Crutcher
- Goodwin Proctor
- Herbert Smith Freehills
- Hogan Lovells
- K&L Gates
- King & Spalding
- Linklaters
- Mayer Brown
- Morgan, Lewis & Bockius
- Norton Rose Fulbright
- O'Melveny & Miles
- Orrick Herrington & Sutcliffe
- Proskauer Rose
- Reed Smith
- Shearman & Sterling
- Simpson, Thacher & Bartlett
- Sullivan & Cromwell
- Weil Gotshal
- White & Case
- WilmerHale
- Winston & Strawn



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THE PROGRAM

DAY 1

Contemporary pricing theory as it relates to the legal services market:

- Successful pricing
- The impact of price
- Methods of setting a price
- How clients assess your price
- Managing pricing within a law firm
- Improving price setting discretion

Price positioning and pricing structures:

- The implications of different price positions
- A taxonomy of fee structures
- Dealing with the shift away from hourly rates
- Understanding and using alternative fee arrangements
- Dealing with client requests for innovative fee structures

Assessing costs and competition:

- The implications of different costing assumptions
- Assessing matter profitability
- Establishing a competitor intelligence system
- Combating commoditization
- Competing with low ball bids
- Client views on the commoditization and differentiation of law firms

Creating and communicating value:

- Understand why it's critical to communicate the value delivered
- Explore a comprehensive framework for identifying how lawyers create value for clients
- Improve our understanding of how we add value to clients
- Develop greater confidence in communicating and credibly demonstrating the value delivered to clients

CERTIFICATION AND ACCREDITATION

- This Masterclass, now in its eight year, is the first to offer a certification in Legal Pricing. With a large alumni, the course has successfully been run in the US, Europe and throughout Asia.
- The Masterclass also earns credits towards **The Accredited Legal Pricing Professional** designation (http://www.tvp-institute.com/Accredited_Legal_Pricing_Professional__ALPP_)

THE PROGRAM

DAY 2

Improving the creating and management of estimates:

- Why clients seek estimates
- Methods of creating an estimate
- Negotiating favorable pricing outcomes
- Dealing with scope creep
- Strategies for improving fee recovery

Successfully responding to tenders:

- Pricing tactics designed to avoid competing on price
- Practical approaches to segmenting clients to improve pricing outcomes
- Pricing strategies for price-sensitive and price insensitive markets
- Dealing with procurement professionals, intermediaries and 3rd party influencers

Leading pricing practices within professional service firms:

- The keys to improving a firm's pricing performance
- Building your firm's pricing capability
- Negotiating with major clients
- Pricing leadership and management
- Assessing your firm's pricing performance

Improving your firm's pricing outcomes:

- Contemporary pricing analysis tools
- Identifying and prioritizing opportunities to improve your firm's pricing outcomes
- Explore different change management models relevant to law firm pricing
- Case studies of how firms have transformed their pricing performance

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QUOTES FROM PAST ATTENDEES

“I thought the pricing training was really first class – useful, appropriate, delivered by someone who actually knows what he is talking about. Concise and focused.”

“Did a fantastic job of putting the theory and concepts into actual real life examples. It touched on big and small issues but drilled down on enough detail so that it was meaningful.”

“High quality, pricing masterclasses for legal services are very hard to find anywhere in the world. This has provided real value by providing education that is cutting edge and highly relevant. The class has an excellent balance between sound theory and practical advice on how law firms can improve outcomes through better pricing practices.”

“Great workshop. Very informative and practical.”

“I’ve attended 12-15 pricing courses and conferences in the past 5 years and this was the most interesting and informative one yet. Bravo.”

“Excellent session - one of the most (if not the most) valuable training sessions I have attended.”

“A very useful workshop containing concrete and non-esoteric ways in which we can articulate value.”

“Exceptional presentation. The manner in which they were able to impart knowledge using real life examples and in class exercises was refreshing. Well done!”

“Great job! You exceeded my expectations. I learned a lot of practical info that I’ll take back to my firm.”

“Very practical, direct, insightful. Not vague, overly theoretical.”

“The classes have been very helpful. The many facts and techniques presented have motivated me to re-assess many of the things I do day by day and our broader strategy. It has also given me greater confidence that a revitalized (better informed/planned) focus is now required and will be successful”

“The best workshop I’ve ever participated in.”



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REGISTRATION DETAILS

Early Bird rate:

\$2,850 (up to 2/7/20)

Regular rate:

\$3,150 (starting 12/7/20)

Registration includes:

- All workshop sessions
- On-line program materials
- Printed materials/handouts
- Networking events as noted in the agenda

Cancellations & Refunds

Cancellations and refund requests must be made in writing via email to eva.booth@LawVision.com. No cancellations permitted within one week of the workshop. Seminars are held subject to enrollment. Dates, venue and program details are based on information available upon publication of the brochure, and may be subject to change. In the event of an attendee cancellation prior to two weeks before the start date, LawVision Group will make a full refund of any registration fees paid less a \$95 administration charge but assumes no liability for non-refundable transportation costs, hotel accommodations or additional costs incurred by registrants. Those wishing to cancel within two weeks of the program may request a deferral to a future program. No-shows are not eligible for refunds. If you are unable to attend, you may substitute another individual to fill your spot. Please email eva.booth@LawVision.com.

Group Discounts

Please contact us to discuss group rates at 610.721.2856.

Registration

Registrations on-line at:

<http://events.constantcontact.com/register/event?llr=q8belqmab&oeidk=a07egsq3603c091e49e>

Disclaimer

LawVision Group has the right to refuse any registration at its own discretion.
NO TAPE RECORDING PERMITTED

Space is Limited!

This workshop is designed for Pricing Managers, Practice Group Leaders, Business Development Managers, Chief Financial Officers, Partners and others involved in pricing.

Take your pricing to the next level as we help you enhance your effectiveness in pricing your services.

Confirmation

Registrations are guaranteed by receipt of payment. All registrants will receive email confirmation of registration. If you do not receive a confirmation, please contact eva.booth@LawVision.com





WORKSHOP PRESENTED BY

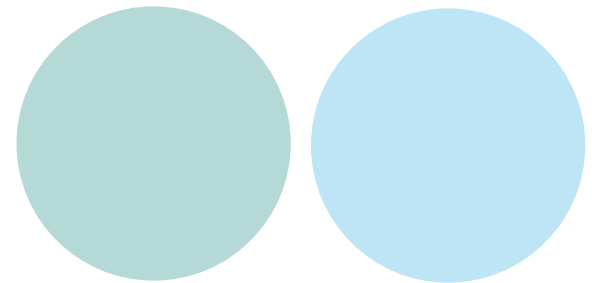


LawVision

LawVision is internationally recognized for its ability to help law firms develop and implement practical solutions and enhanced business processes. We offer completely customized services that are bolstered by our strategic foundational knowledge of the legal profession.

Our services include: strategy and vision consulting, organizational infrastructure and governance, talent management and recruitment, mergers and acquisitions, client relationship management, practice and project management, crisis management and restructuring, business development and marketing, market intelligence, peer benchmarking and peer-to-peer roundtables and boardrooms.

www.lawvision.com



The LPM Institute

The LPM Institute was founded as an informational resource to law firms and legal departments on developing and implementing LPM in their organizations. The Institute offers legal project management and process improvement training courses, consulting and informational resources for LPM.

The Institute was founded by Susan Raridon Lambreth, a Principal with LawVision and a former Hildebrandt partner for 20 years. She and her colleagues developed the first certification course in project management for lawyers in 2010 and since then, over 5,000 lawyers have taken their one or two-day courses, including over 500 who have completed the certification.

www.lpminstitute.net