

**2017 Open Seminar on Business Practice - 30 November 2017, 12 noon to 4.30pm****Mewburn Ellis LLP, City Tower, 40 Basinghall Street, London, EC2V 5DE**

We are pleased to announce another in our long running series of annual seminars aimed at sharing information developing our thinking on how we run our businesses from day to day, and how they can be developed operationally and strategically.

The theme for this seminar is ***'Enhancing Value: Better Understand and Meet The Wants and Needs of your Clients'***.

We will hear from a leader of an in house IP function as to the day to day and strategic challenges faced in their role. In this context the following session will look at the importance to IP firms of understanding the value of the services we deliver to buyers of our services. We will reflect on the extent to which our organisations and services really do address the wants and needs of clients, and whether they could be adapted or extended to increase their value, or to deliver that value more efficiently. We will also hear from an expert consultant on the practical application in legal services of lean methodologies used in manufacturing to enhance aspects of operations that deliver value, and to eliminate everything else as waste activities. Finally, we will hear from a consultant from a leading international change management practice on how to go about making successful change happen in professional services firms - and lessons for law firms.

This year's event will be held at the offices of Mewburn Ellis LLP. The event will commence with a buffet lunch followed by four presentations. The seminar will finish at 4.30pm.



*The seminar is open to both members and non-members of FICPI-UK*

**Programme Overview**

- 12:00 Registration and Lunch
- 12:55 Chairman's Introduction
- 1:00 Speaker TBA – Value from the client's perspective: The day to day and strategic challenges and priorities of an IP system user
- 1:40 Tony Williams, Principal, Jomati Consultants LLP – The IP Firm's perspective: the strategic importance of delivering value to clients
- 2:20 Tea/Coffee
- 2:40 Alastair Ross, Director, Codexx – Applying lean in legal services: achieving better value delivery with less waste
- 3:20 Alex Poppleton, Principal, Kotter International – Making successful change happen in professional services firms - and lessons for law firms
- 4:00 Panel Discussion and Q&A
- 4:30 Close



**Booking Form 2017 Open Seminar on Business Practice**  
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The cost of the seminar is discounted for those who are members of FICPI-UK. Please consult the table below for the appropriate cost.

Category of delegate and date of booking	Cost	Please tick
Member of FICPI-UK	£75	
Non-member of FICPI-UK	£125	
VAT: The above costs include VAT at 20%. Please accept this booking form as your VAT invoice. Our VAT number is GB 769 0724 00		

**Contact Details:**

Name: ..... Firm: .....

*(the above will be used on your name badge)*

Address: .....

Email: .....

Telephone number: .....

Please send the completed booking form to:

Jane Othman FICPI-UK, Haseltine Lake LLP, Redcliff Quay, 120 Redcliff Street, Bristol BS1 6HU,  
United Kingdom

Tel: +44 (0) 117 910 3200 email [jothman@haseltinelake.com](mailto:jothman@haseltinelake.com)

Payment may be made by cheque posted to the above address or by electronic transfer using the details on the following sheet.

**2017 Open Seminar on Business Practice****30 November 2017, 12 noon to 4.30pm****Mewburn Ellis, City Tower, 40 Basinghall Street, London, EC2V 5DE**PAYMENT DETAILS

Completed booking forms should be sent to:

Jane Othman

FICPI-UK

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Redcliff Quay

120 Redcliff Street

Bristol BS1 6HU

United Kingdom

Tel: +44 (0) 117 910 3200 email [jothman@haseltinelake.com](mailto:jothman@haseltinelake.com)

Payment may be made by cheque posted to the above address or by electronic transfer using the following details:

Bank: HSBC Bank plc

Street Address: Chancery Lane & Fleet Street Branch,  
123 Chancery Lane, London, WC2A 1QH

Account name: FICPI-UK

Account No: 91397060

IBAN: GB50MIDL40020791397060

Swift Code: MIDLGB22  
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