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THE SUSTAINABLE
FIRM OF THE FUTURE

SOFITEL MELBOURNE ON COLLINS | SEPTEMBER 6-8

DAY 1 - WEDNESDAY 6 SEPTEMBER 2023

7.45am	<p>Registration Open, Sofi's Lounge</p> <p>Drop in early to print your name badge at one of the XpressDox registration kiosks and collect your delegate gift bag.</p> 
	<p>Victoria Suite 2</p>
8.00 - 8.45am	<p>Invitation Only - AUCloud, LexCloud, LexVeritas hosted breakfast</p> <p>Express Rego and Hot Plated Cyber Security Briefing Breakfast</p>   
	<p>LaTrobe Ballroom • REC</p>
9.00 - 9.30am	<p>Welcome to country, Wurundjeri Elder Tony Garvey</p> <p>ALPMA president opening address, Stephen Van Dorp, National President, ALPMA and COO, Mullins</p> <p>MC: Ricky Nowak, Director, Ricky Nowak and Associates</p>
9.30 - 9.50am	<p>Principal Partner - Dye & Durham, Results from 2023 changing legal landscape survey, Dennis Barnhart, Managing Director, Dye and Durham Australia and Jason Popkowski, VP Sales, Australia, Dye & Durham Australia</p> <p>MC: Ricky Nowak, Director, Ricky Nowak and Associates</p> 
9.50 - 10.50am	<p>The future of work, Dr Ben Hamer, Futurist</p> <p>MC: Ricky Nowak, Director, Ricky Nowak and Associates</p> <p>Dr Ben Hamer is one of Australia's few accredited futurists and is a global expert on the Future of Work. Ben will focus on the future of work and the leadership skills to lead into the future.</p>
	<p>MORNING TEA</p>
	<p>LaTrobe Ballroom • REC</p>
11.20 - 12.20pm	<p>The future of AI, Professor Toby Walsh, Chief Scientist, UNSW AI Institute</p> <p>MC: Ricky Nowak, Director, Ricky Nowak and Associates</p> <p>Professor Toby Walsh is a leading expert in artificial intelligence (AI) and its implications for society. From the ethical implications of AI to its potential to transform industries, Professor Walsh's presentation will delve into topics that are crucial for understanding and navigating our AI-infused future.</p>
12.20 - 1.20pm	<p>Financial predictions for the future, Alan Kohler, Editor in Chief, InvestSMART Group Limited</p> <p>MC: Ricky Nowak, Director, Ricky Nowak and Associates</p> <p>Alan Kohler is one of Australia's most respected financial commentators and journalists. Bringing sharp insights to key financial issues, he's the 'go-to' for all things finance. Marry up the topics of technology and economics and see sparks fly!</p>
	<p>LUNCH</p>



InfoTrack LearnLab, Grand Ballroom

11.00 - 11.20am	<p>How to innovate with contract exchange, Lovy Goundan - Senior Business Development Manager - Securexchange</p> <p>Join the InfoTrack team as Lovy Goundan provides an overview to contract exchange.</p>
11.20am - 1.20pm	<p>Sensory space</p> <p>If you need some time out to reset and refocus, or just to take a few minutes to catch up on urgent emails you can do this at various stages throughout Summit at the InfoTrack LearnLab. Put on some headphones, cancel out distractions, and listen to some relaxing music.</p>
1.35 - 2.20pm	<p>First timers meet and greet and ALPMA overview, Emma Elliott, CEO, ALPMA and the ALPMA Team</p> <p>Are you a first time Summit delegate or flying solo at Summit and would like to connect with others before the social events take place? Come and meet ALPMA committee members and the ALPMA team.</p> <p>There's been a lot happening at ALPMA. Join us if you are interested in hearing about ALPMA's annual research, see our new website in action and hear about the benefits of corporate subscriptions and all the benefits your ALPMA membership provides.</p>

Most sessions in the **LaTrobe Ballroom** will be recorded for Summit On-Demand. • REC

The Campfire Sessions on Thursday, 3:05 - 3:45pm will not be recorded.

DAY 1 - WEDNESDAY 6 SEPTEMBER 2023 continued

	LaTrobe Ballroom • REC
2.20 - 3.20pm	<p>Future of ESG, <i>Dr Elizabeth Armstrong, Principal, Ithaca Impact</i> MC: <i>Ricky Nowak, Director, Ricky Nowak and Associates</i></p> <p>Dr Elizabeth Armstrong will provide a high level overview of ESG and policy changes both locally and globally that businesses should be aware of as well as what the future predictions will be for focus areas for the legal industry for ESG.</p>
	AFTERNOON TEA
	LaTrobe Ballroom • REC
3.50 - 4.50pm	<p>Reimagine change, <i>Ciara Lancaster, Change Fatigue & Resilience Expert, Reimagine Change</i> MC: <i>Ricky Nowak, Director, Ricky Nowak and Associates</i></p> <p>Ciara Lancaster will take you on a journey to Reimagine Change, where you'll discover the secrets to awaken change resilience, activate a mindset reset, and accelerate your adaptive leadership. This dynamic session is raw, real and highly relatable thanks to viewing the often taboo topic of change fatigue as a competitive advantage for modern leaders.</p>
5.00 - 7.00pm	WELCOME COCKTAIL FUNCTION - EXHIBITION HALL
7.00 - 9.00pm	<p>MOVIE SCREENING - KINO CINEMA</p> <p>Private Movie screenings hosted by Platinum Partners</p>

InfoTrack LearnLab, Grand Ballroom

3.40 - 3.50pm

Guided mindfulness - reset and refresh, *Angela Smith, Managing Director, Founder, Mind your Mojo*

Join Angela Smith at the InfoTrack LearnLab to recharge and re-energise to get you refocused for the final sessions of the day, and to make sure you have the stamina to enjoy the welcome opening function and movie screenings tonight.

Welcome Reception Partner



Movie Screening Partners



DAY 2 - THURSDAY 7 SEPTEMBER 2023

8.00am	Registration Open, Sofi's Lounge
	Victoria Suite 2
8.00 - 8.45am	<p>Invitation Only - Tensis hosted breakfast</p> <p style="text-align: right;"></p>
	LaTrobe Ballroom • REC
9.00 - 9.15am	<p>Platinum partner presentation: State of cyber security in law, <i>Peter Maloney, CEO, AUCloud</i> MC: <i>Ricky Nowak, Director, Ricky Nowak and Associates</i></p> <p style="text-align: right;"></p>
9.15 - 10.15am	<p>Creating & implementing a winning 2030 strategy, <i>Joel Barolsky, The University of Melbourne and Principal, Edge International and Chris Bull, Principal, Edge International</i> MC: <i>Ricky Nowak, Director, Ricky Nowak and Associates</i></p> <p>'Strategy' is the set of choices you make to maximise the chances of winning. These choices typically include firm size and shape, people mix, culture, service offering, market focus, pricing, branding, premises, structure, partner remuneration and operations.</p> <p>Crafting a clear and compelling strategy that has buy-in from all key stakeholders is often a tricky exercise, especially in a law firm. The unpredictable, accelerating and challenging digital age we have now entered adds extra layers of complexity to this task.</p> <p>This session will explore the practicalities of crafting and implementing a winning strategic plan in your firm. It will draw on the 50+ years of accumulative experience of the presenters and show how it can be done. Tips, tools and proven frameworks will be shared. The presentation will be enriched with a retelling of relevant war stories and case studies.</p>

InfoTrack LearnLab, Grand Ballroom

9.15 - 10.15am

Sensory space

If you need some time out to reset and refocus, or just to take a few minutes to catch up on urgent emails you can do this at various stages throughout Summit at the InfoTrack LearnLab. Put on some headphones, cancel out distractions, and listen to some relaxing music.

10.20 - 10.40am

How to innovate contract lodgement and settlement, *Daniel Petrucci, General Manager, SettleIT, InfoTrack*

Join the InfoTrack team as Daniel Petrucci provides an overview to contract lodgement and settlement.

MORNING TEA		
LaTrobe Ballroom • REC	Fitzroy Ballroom	Arthur Streeton Auditorium
<p>Redesigning the law firm: what if we could do it differently? <i>Tim Corcoran, Principal, Corcoran Consulting Group</i> Chair: <i>Begonia Silvestre, General Manager, Hunt & Hunt</i></p> <p>The global pandemic proved the traditional law firm model is a choice, not a requirement. In this session, Tim will compare and contrast tenets of the traditional law firm model with alternative approaches. These alternative approaches are fairly standard in business, but the global pandemic proved they can and do work in law firms. The discussion also includes a roadmap for how to get started. This is intended to be a lively, interactive session, with participants contributing their own anecdotes of what works, what doesn't, and why.</p> <p>10.45 - 11.45am</p>	<p>The new dynamics of connection and influence – unveiling fresh strategies to engage prospects, elevate Your brand and make marketing easier, <i>Nina Christian, Marketing Mentor & Strategist, Ninachristian.com</i> Chair: <i>Ann-Maree David, Executive Director, Queensland, College of Law</i></p> <p>Prepare for an enlightening session that will show you how you can streamline your marketing approach, elevate your brand, and be an influential force in your industry! This practical hands-on session will show you:</p> <ul style="list-style-type: none"> • How the marketing landscape has changed and why we need to do things differently. • How do we build connect with customers and prospects during times of change fatigue? • Making Marketing Easier: Three Keys to make your marketing simpler and more sustainable • How to do your marketing in an hour a week - the leveraged way 	<p>A call to connect at work, <i>Kylie Flynn, Founder, Happi Matters</i> Chair: <i>Leanne Alfonso, Manager, E&A Lawyers</i></p> <p>We all know how good it feels when we share a good connection with someone, but many of us do not know or understand what is going on in our brains and bodies when we lack connection. More importantly, how connection can improve our mental health, physical health and even our longevity.</p> <p>Loneliness is now becoming a global health concern and we can't simply blame the pandemic, as our lack of connection with one another has been declining over the last 20 years.</p> <p>And connection is something we simply cannot do without, especially at work!</p> <p>Whether we are trying to improve team effectiveness, employee retention or simply increase employee happiness & wellbeing, we now know connection plays a key role in the success of these outcomes and so much more.</p> <p>This interactive, fun & thought-provoking workshop will share why now more than ever workplace connection is crucial to business success and individual success & health. Participants will also walk away with actionable steps to take back to their workplace to improve connection and bring more of what it means to be human to our work.</p>
5 minute changeover		

InfoTrack LearnLab, Grand Ballroom	
10.45 - 11.45am	<p>Future fit: plan out your personal 5 step pathway to becoming a tech enabled lawyer, <i>Fiona McLay, Director, McLay Legal Consulting</i></p> <p>Know there is more you could be doing with tech in your organisation but not sure where to start? Lack the time to experiment and Google for the answers? Want improved systems to better manage risk without a big outlay?</p> <p>The workshop will give you strategic and customised help to move your law firm forward. Whether you are just getting started with legaltech or if you want to level up your operations, spend a few hours getting crystal clear on where you are headed and how to use tech to deliver consistently better service without spending more hours trapped at your keyboard.</p> <p>Whether or not you have read the book "Tech-Enabled Lawyer," this workshop offers an opportunity to focus on leveraging technology to empower your performance. You will gain clarity on your technological direction, enhance your legal service delivery, and optimise your law firm's efficiency.</p>
11.50 - 12.50pm	<p>Sensory space</p> <p>If you need some time out to reset and refocus, or just to take a few minutes to catch up on urgent emails you can do this at various stages throughout Summit at the InfoTrack LearnLab. Put on some headphones, cancel out distractions, and listen to some relaxing music.</p>

LaTrobe Ballroom ● REC

Getting started with generative AI: From idea to implementation, Jacqui Jubb, Senior Lawyer and Partner, Law Quarter, and Katherine Thomas, CEO, FreeRange Lawyers
Chair: Justine Fletcher, Practice Manager, James Conomos Lawyers

As the legal industry continues to evolve, small and medium-sized law firms are increasingly seeking innovative ways to remain competitive. Generative AI appears to offer huge potential for service development and efficiency gains, yet where does a knowledge and resource constrained law firm start on its AI journey? In this session, Jacqui and Katherine will demystify Generative AI. They will go on to provide practical insights, real life case studies, frameworks and tips for firms looking to start their AI journey. Managing partners and practice managers will leave empowered to deploy Generative AI in their firm quickly, safely, with minimal risk and maximum benefit. Katherine and Jacqui will step you through the GenAI journey: From IG to GPT From laggard to leader From fear to fortitude From idea to implementation From closed to curious.

LUNCH

Platinum partner presentation: The Future of Law: Embracing Intuitive Automation, David Hepburn, Global President, Actionstep
MC: Ricky Nowak, Director, Ricky Nowak and Associates

The leadership imperative, Simon Tupman, Director, Lawyers with a Life Ltd.
MC: Ricky Nowak, Director, Ricky Nowak and Associates

- Clarify your understanding of leadership
- Learn the critical elements of leading a legal business
- Discover the four law firm leadership principles
- Learn how leaders can accelerate change
- Tips and strategies that can be applied immediately

5 minute changeover

CONCURRENT 'CAMPFIRE' SESSIONS - HAVE YOUR BURNING QUESTIONS ANSWERED

	LaTrobe Ballroom	Fitzroy Ballroom	Arthur Streeton Auditorium	Victoria Suite 2
3.05 - 3.45pm	<p>Where do I start with GenAI? Katherine Thomas, CEO, Free Range Lawyers and Jacqui Jubb, Senior Lawyer and Partner, Law Quarter Chair: David George, Finance and IT Manager, McCabes Lawyers</p> <p>Discuss GenAI and how to practically approach getting started – listen to case studies on AI use in firms and get the chance to ask questions from colleagues and peers on what's what with AI.</p>	<p>Ditching the time sheet!, Tessa Van Duyn, CEO, Moores Chair: Shantel Reid, General Manager, Hartley Family Law</p> <p>Do you appreciate the concept of no longer billing by time, but you aren't sure how to begin? Tessa will share her insight into how Moores made the change but most importantly, this is a chance to ask others in an informal environment and hear about the experience of others on making the change, or not.</p>	<p>Talent, flexibility, culture, diversity & inclusion...., Tenille Saffin, General Manager - People, Sladen Legal Chair: Ann-Maree David, Executive Director, Queensland, College of Law</p> <p>Hear from Peers on how they're tackling flexibility, maintaining culture and attracting and retaining talent</p>	<p>ESG – ideas on how to make a difference – sustainability and social impact, Nathan Kennedy, Partner & Head of Pro Bono and Community, Hall & Wilcox, Elizabeth Armstrong, Principal, Ithaca Impact and Jo Renkin, Partner, Lander & Rogers Chair: Begonia Silvestre, General Manager, Hunt & Hunt</p> <p>Nathan Kennedy will share a case study on the Hall & Wilcox ESG journey followed by an informal Q&A to answer any questions you may have about ESG and social impact, where to begin and what is needed.</p>

AFTERNOON TEA

InfoTrack LearnLab, Grand Ballroom

1.30 - 1.50pm
How to innovate with wills and estate matters, Liam Johnstone, National Sales Manager, InfoTrack

2.00 - 3.00pm
The 10 minute chatbot, Verity White, Legal Director, Checklist Legal

Verity built an AI chatbot in 10 minutes called Magenta (even with a cool AI generated image to boot). If you're interested in finding out how easy it was to build a 10 minute chatbot and a very funky AI generated image by using Canva, join Verity while she shows you the steps involved.

3.05 - 3.45pm
From tech headaches to tech ecosystem: design a technology ecosystem that supports your firm's growth and innovation, David Hepburn, Global President, Actionstep

In this hands-on workshop, we will guide you through the creation of an ideal technology ecosystem for your firm. We will work with you to understand your current technology stack, identify opportunities for removing bottlenecks and redundant manual work, and help you map out an ideal technology ecosystem to support your firm's business goals and client service ambitions. We will also explore how law firms can leverage innovative functionality, such as intuitive automation and workflows across their technology ecosystem to streamline their processes and enhance client experiences. Participants will gain practical knowledge and actionable insights to optimize their firm's technology infrastructure, improve overall productivity and support business goals.

	LaTrobe Ballroom ● REC	Fitzroy Ballroom	Arthur Streeton Auditorium	Victoria Suite 2	InfoTrack LearnLab, Grand Ballroom
4.15 - 5.15pm	<p>There is no "C" in AI – Building capabilities for a different legal practice Facilitator: Terri Mottershead, Executive Director, Centre for Legal Innovation Panelists: Fiona McLay, Director, McLay Legal Consulting, Tessa van Duyn, CEO, Moores and Nam Truong, Digital + Innovation, LawSquared Chair: Ann-Maree David, Executive Director, Queensland, College of Law</p> <p>Everything, everywhere is changing in legal practice – its tech fuelled, data driven and customer centric - but where do you find the people to deliver different legal services/products and solutions today? This session will focus on the nitty gritty of who you need, what you need them to do, where you'll find them and, how to integrate your human and digital workforces to achieve business outcomes and exceed client expectations.</p>	<p>Cyber security essentials workshop: managing, preventing and responding to attacks Panelists: Annie Haggart, Principal, Cyber GC, Leonie Valentine, Strategic Adviser, CommandHub, Peter Farrelly, CISO, AUCloud and Peter Maloney, CEO, AUCloud Chair: Rafe Berding, CMO, AUCloud</p> <p>This workshop focuses on managing cyber risk and preventing cyber-attacks, with a specific emphasis on protecting your business and responding to cyber incidents. Participants will learn about risk management, analysis, and frameworks, as well as how to deal with risks and understand cybersecurity in the cloud. The workshop will cover the different stages of a cyber-attack and prevention strategies and techniques to stop an attack. This workshop will:</p> <ul style="list-style-type: none"> • Provide information on developing a cyber incident response \ & disaster recovery plan • Gain insight and knowledge on the latest cybersecurity trends and best practice 	<p>Beyond the horizon: harnessing the full potential of tech-driven subscription legal services, Gene Turner, Managing Director, Lawhawk Limited & John Chisholm, Principal, John Chisholm Consulting Chair: Anthony Palella, Practice Manager, ABKJ Lawyers</p> <p>Get ready to revolutionize the legal industry! John Chisholm and Gene Turner are joining forces to shed light on the explosive impact of two unstoppable trends: the subscription economy and the game-changing power of Artificial Intelligence and automation.</p> <p>Say goodbye to the billable hour and hello to a future where clients subscribe to solutions, relationships and transformational outcomes, not inputs. This shift will bring a new focus on achieving outcomes and a chance to tackle long-standing issues of inequality, lack of diversity, mental health, and access to justice.</p> <p>This will be an unmissable session for the lawyers that will shape the future of the legal industry!</p>	<p>The pathway for meaningful environmental action for law firms, Richard Jennings, General Manager, Australian Legal Sector Alliance Chair: Nicole Anderson, General Manager, Bell Legal Group</p> <p>This session will provide you with a clear understanding of the important program features required to identify, prioritise and improve your environmental performance. The session will focus on a structured, transparent and systematic approach that is tailored for law firms. You will leave this session with clarity about why completing this process is important to make your environmental program meaningful, effective, resilient, and aligned with your firm's values and capacity.</p>	<p>Get hands-on with Chat-GPT, Fiona Crosswell, Strategic L&D Manager, ALPMA</p> <p>Grab your device and get hands-on with Chat-GPT.</p> <p>This session is for anyone who is curious about Chat-GPT but hasn't had much uninterrupted time to just sit and play. You'll get tips on structuring and engineering prompts and the limitations and benefits of Chat-GPT, but most importantly, you can take 45 minutes of uninterrupted time to test and try what Chat-GPT is capable of.</p>
	4.15 - 5.15pm				<p>Tend + befriend the cognitive trifecta of perfectionism, imposter syndrome, and inner critic with mindfulness, Angela Smith, Managing Director, Founder, Mind your Mojo</p> <p>A firm is as sustainable as its people. This session focuses on the often-unspoken cognitive trifecta experienced by many legal professionals: Perfectionism, Imposter Syndrome, and the Inner Critic. This session highlights how the practice of mindfulness can support high-achieving professionals to understand their own mind, and to cultivate states of mind that are more helpful and productive, ultimately contributing to their personal sustainability, as well as that of their firm.</p>
6.30 - 11.00pm	<p>ALPMA Awards Gala Dinner - "Gala Glitz and Glamour". Melbourne Town Hall, 90-120 Swanston St, Melbourne MC's: Emma Elliott, CEO ALPMA and Stephen van Dorp, CFO/COO, Mullins Lawyers</p> <p>Experience the "Gala Glitz and Glamour" at this year's dazzling ALPMA Awards Gala Dinner, where the Met Gala comes to Melbourne. We invite you to channel your inner fashionista - be you boldly glittery or elegantly understated - in a night that promises to rival the Met's grandeur. Celebrate the exceptional law firm leaders from Australia and New Zealand as the winners of the 2023 ALPMA Awards are announced and bask in an atmosphere of unparalleled glamour and style.</p>				<p>Gala Dinner Partner</p> <p>Awards Partner</p>
					<p>actionstep LawyersWeekly</p>

8.30am	Registration Open, Sofi's Lounge			
	LaTrobe Ballroom			• REC
9.15 - 9.30am	Platinum partner presentation: Human knowledge reimaged: Today is the day. The landscape is ripe for automation, <i>Steve Hantos, CEO and MD, Tensis and Andrew McDuff, Director of Solutions, Tensis</i> MC: Ricky Nowak, Director, Ricky Nowak and Associates			
9.30 - 10.30am	Moana Hope shares her remarkable story of compassion, drive and overcoming adversity, <i>Moana Hope</i> MC: Ricky Nowak, Director, Ricky Nowak and Associates			
	MORNING TEA			
	LaTrobe Ballroom • REC	Fitzroy Ballroom	Arthur Streeton Auditorium	Victoria Suite 2
11.00 - 12.00pm	<p>The use of generative AI in a legal practice - a giant leap forward? <i>Prof. John Swinson, Professor, The University of Queensland</i> Chair: <i>Leanne Alfonso, Manager, E&A Lawyers</i></p> <p>Generative AI, such as ChatGPT, Google Bard and Lexis+ AI for lawyers, is already having a profound effect on the way law is being practiced, and change will only accelerate. Productivity will increase, access to justice will improve, but many tasks performed by lawyers will disappear or be undertaken in a radically different way.</p> <p>Professor Swinson will provide an in-depth analysis of various factors relating to AI and the Legal industry including:</p> <ul style="list-style-type: none"> • What will be the impacts of Generative AI on legal practice, both positive and negative • The use of Generative AI to improve client service and to develop higher quality legal product at a lower cost • Considering the risks • How can Generative AI be used to develop a sustainable law practice? • How can we train younger lawyers when traditional training techniques may disappear. How does one become a skilled fourth year lawyer when AI is doing the job of a graduate or junior solicitor? • What are the likely AI developments in the next 5 years that will impact the practice of law? 	<p>The financially sustainable future firm, Facilitator: <i>Anthony Bleasdale, Managing Director, Bighand</i> Panelists: <i>Emiliya Peneva, CEO, Jackson McDonald, Kiri Brain, CEO, Turks and Stephen Van Dorp, CFO/COO, Mullins</i></p> <p>In a world characterised by economic turbulence, both locally and globally, the path to financial success is more elusive than ever before. Our panel of experts will delve into strategies for preserving financial sustainability and adapting to remain competitive. The panel will:</p> <ul style="list-style-type: none"> • Provide Insight into financial management strategies to weather volatility in local and global financial markets • Discuss the outlook for profitability and/or cost management for the legal industry • Highlight challenges and opportunities for continuing/increasing profitability • Give some tips for financial modelling when there is uncertainty 	<p>The next-gen workforce: people Strategies for a Sustainable Future Facilitator: <i>Emma Elliott, CEO, ALPMA</i> Panelists: <i>Richard Jones, Director of Partnerships, Australia and New Zealand, Actionstep, Luke Campbell, CEO, VXT, Tessa van Duyn, CEO, Moores and Tenille Saffin, General Manager - People, Sladen Legal</i></p> <p>This session dives into the essential people strategies for developing the NextGen Workforce. The panel will focus on:</p> <ul style="list-style-type: none"> • how to effectively attract and retain a diverse and multi-generational talent pool, highlighting the importance of making diversity and inclusion integral to strategic and policy planning. • the rise of flexible work practices, with panellists sharing their experiences and strategies for leading in such a fluid environment. • What are the leadership and management skills required to lead and manage a multi-generational and dispersed workforce • How to tackle the challenge of personalised talent management strategies, moving away from the 'one size fits most' approach. 	<p>What does the sustainable firm of the future look like when it comes to BD and marketing? How have firms embraced, adapted and evolved? Facilitator: <i>Debra Filippin, Head of Marketing & Business Development Asia Pacific, HFW</i> Panelists: <i>Tim Griffin, Senior Director, Seyfarth Shaw, Richard Scott, Director, Brand, Clients and Markets, Colin Biggers & Paisley Pty Ltd and Julie Barber, Chief Marketing Officer, Allens</i></p> <p>Join our Panel of law firm BD and Marketing specialists who will discuss their predictions for the future evolution of BD and marketing. The panel will consider:</p> <ul style="list-style-type: none"> • Law firm marketing changes since the pandemic • Digital marketing • Approaches to content • Social media • Pipeline management and BD strategies that have helped increase revenue • How firms have evolved their BD business • Client experience • Tenders - What's new in RFPs?
	5 minute changeover			

InfoTrack LearnLab, Grand Ballroom

9.30 - 10.30am

Sensory space

If you need some time out to reset and refocus, or just to take a few minutes to catch up on urgent emails you can do this at various stages throughout Summit at the InfoTrack LearnLab. Put on some headphones, cancel out distractions, and listen to some relaxing music.

10.40 - 11.00am

Canva tips, Lesley Hays, Customer Experience Specialist, ALPMA

At ALPMA, Canva is one of the most utilised business tools used by the entire team from creating eye-catching images and branding to report writing and presentations. We couldn't survive without Canva.

ALPMA's Canva super-user, Lesley, will provide a quick overview of some useful Canva functionality.

11.00 - 12.00pm

Sensory space

If you need some time out to reset and refocus, or just to take a few minutes to catch up on urgent emails you can do this at various stages throughout Summit at the InfoTrack LearnLab. Put on some headphones, cancel out distractions, and listen to some relaxing music.

	LaTrobe Ballroom • REC	Fitzroy Ballroom	InfoTrack LearnLab, Grand Ballroom
12.05 – 1.00pm	<p>How to achieve your sustainable future firm: designing your law firm using the business canvas, <i>Dr Judith Bennett, Director, Business4Group</i> Chair: <i>Lee James, Chief Operating Officer, MinterEllison</i></p> <p>This workshop aims to give participants skills in the “How” of achieving the vision of the sustainable future firm supported by ALPMA’s 2023 Summit. The workshop is practical and creative. It covers exercises in how to design a new law firm and how to develop an existing law firm using the business model canvas tool (Osterwalder, 2008).</p> <p>What is a business model and why does it matter? This workshop explores the meaning of a business model, why a business model matters and how it drives value. It explores alternatives to the traditional pyramid partnership.</p> <p>Participants will be introduced to the visual tool – business model canvas (BMC) and will have the opportunity to design or re-design their future law firm, or new service offering, and explore new and adapted business models for small and mid-sized law firms.</p>	<p>Being present with the unpleasant, <i>Amanda Goodfellow, Director, Agile Mind</i> Chair: <i>Justine Fletcher, Practice Manager, James Conomos Lawyers</i></p> <p>In a world that constantly encourages us to seek comfort and avoid discomfort, embracing the unpleasant may seem counterintuitive. However, in this thought-provoking talk, Amanda will explore the transformative power of becoming present with the unpleasant and how it can lead to personal growth, resilience, and greater emotional well-being.</p> <p>Amanda will discuss the power of mindfulness, meditation and self-compassion in creating space for discomfort without becoming overwhelmed and share practical tools to become present with the unpleasant. Delegates will be encouraged to explore their own relationship with discomfort and use these practices to embrace uncertainty as a catalyst for personal growth and transformation.</p>	<p>12.05 – 1.00pm</p> <p>Exploring the intersection of emerging technologies and ethical responsibility in the legal industry, <i>Claire Linwood, Product Manager, LexisNexis</i></p> <p>Background on how emerging technologies such as machine learning, generative AI and other large language models have been implemented and developed, including within LexisNexis solutions, including the most recent development Lexis+ AI</p>
LUNCH			
	LaTrobe Ballroom • REC		
2.00 – 2.55pm	<p>Just you wait and see! Turning blind determination into limitless resilience, <i>Karen McCarthy, Former Lawyer and Keynote Speaker</i> MC: <i>Ricky Nowak, Director, Ricky Nowak and Associates</i></p> <p>In losing her sight, Karen gained a vision – an actionable blueprint for building resilience through adaptation and growth in the face of change – “centred, spacious, strong, smart and supported”. And, it can be applied to any person, in any organisation.</p> <p>Giving a solid dose of inspiration to think differently, feel differently and act differently, Karen McCarthy will deliver a 45 or 60 minute keynote that inspires delegates to advance despite adversity. After practicing as a lawyer for 15 years, Karen suffered life-threatening complications to surgery to remove a tumour from her brain. She was left physically incapacitated and legally blind. The doctors told her family she wouldn’t survive or that, if she did, she would never again be able to care for herself, let alone her children.</p> <p>She was determined to prove them all wrong and get back to a life aligned with her values. They would just have to wait and see her overcome the odds. In her inspiring keynote, Karen parallels her personal road to resilience with a roadmap to help your delegates survive change that is fast and fundamental, and to keep the momentum going once they have it.</p>		
2.55 – 3.10pm	<p>Summit wrap up, <i>Stephen Van Dorp, National President, ALPMA and COO, Mullins</i></p>		
3.10pm	<p>Join us for drinks in the Atrium Bar on Level 35, Sofitel Melbourne on Collins</p>		

Thanks to all our Partners

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