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TWO-DAY CONFERENCE
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mp managingpartner presents the 6th annual
K M M
LEGAL EUROPE 2012

Europe's most established knowledge management event for the legal profession

Eight reasons why you can't miss this event:

- » Maximise crucial knowledge sharing with both internal and external clients through the use of new tools for effective engagement and communication
- » Be informed of the technological advances that are available for you to drive KM within your firm, including social media and new technology
- » Overcome the KM challenge facing both small and multi-office law firms
- » Hear first hand experiences of implementing innovative knowledge management strategies
- » Deliver value-added services to your internal and external clients through improved KM functions
- » Gain practical tools to deliver efficient KM services to make time and cost savings
- » Gain insight into the role knowledge management plays in the European legal market
- » Understand KM and innovation in a wider business context

“ Knowledge management for the European legal profession is an event that really stands out from the crowd. It offers great opportunities to share ideas and lessons learned within KM in its broadest sense with colleagues from all over Europe. ”

Joakim Edoff, Executive Partner, **Setterwalls**, Sweden

Expert contributions from:

- KINSTELLAR**  **GARRIGUES**
-  **SETTERWALLS** **Dirkzwager**
advocaten & notarissen
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The role of knowledge management is fast growing in today's increasingly competitive legal market; with greater emphasis being placed on functions that are able to **drive efficiency and deliver value** throughout your firm. Delivering improved and enriched services to both internal and external clients, in order to form an environment of collective information sharing is bringing European firms in line with those in the UK and US.

More and more, the demand for value-added and competitive pricing is placing pressure on firms to improve efficiencies and fee earner time management to **drive the bottom line**. This presents a great opportunity for knowledge managers to take their place as **trusted advisors** and ensure that the tools needed to make these improvements possible are available and user-friendly. Whilst the role of KM has changed drastically over the past few years, many feel that change is just beginning, are you ready to meet this brave new world?

Innovate

Last year, for the first time ever we brought in an external perspective from one of the leading minds in KM, and this year is no different. Paul Iske, Chief Dialogues Officer for ABN AMRO Bank and full time KM innovator, shares his unique perspective on how you can **increase knowledge sharing in a stifling environment**, and how mistakes are sometimes the greatest teachers. Mart van de Kerkhof of legal giant Allen & Overy delivers an opening keynote and shines a light on the vast opportunity available for you to **bridge the divide between lawyers and technology** and discover new ways to collaborate.

We understand that our speakers are not the only ones who hold great insights into the best workings of KM for legal practices, and this year we are **putting the power into your hands**, allowing you greater opportunities to pose questions, engage speakers and network with your peers in **KM Legal Europe's first KM Clinic** to ensure that you **gain critical insights** into your unique challenges and **answers to your burning questions**. This year's conference has been designed to inspire conversation and maximise knowledge sharing, enabling you to meet and make lasting connections with your fellow delegates.

Collaborate

Undoubtedly, one of the greatest challenges across the board is still gaining know-how from fee earners and clients alike. Drawing on 25 years of experience, Carmen Martín-Peña of **award winning Spanish firm Garrigues**, shares her fascinating insights into how you can work hand-in-hand with lawyers to build a learning environment and change the culture of knowledge sharing within your firm. Dutch firm, **Dirkzwager** shares its **award winning strategy** on using knowledge as a unique selling point and how it has, through the novel use of new and social media, **brought in new clientele and ensured their market position as an innovative law firm**. Learn how KM can improve and streamline processes through **smart collaboration** with **business development, marketing and IT functions**.

The modern knowledge manager operates in a climate saturated with knowledge, and in many cases you might feel overwhelmed by the information available. Learning how to **manage this information overload** through smart working may well be your key to success. Understand how to **conduct a KM Audit** within your firm to drive collaboration and sharing, as well as proving your worth to partners and gaining critical support from the top down.



Innovate, collaborate and create value for your firm

If you are involved in delivering know-how and knowledge management within your firm, then you simply can't afford to miss out on the one-of-a-kind learnings that this conference will provide. Take advantage of the interactive and conversational style sessions to ensure you gain the information you are seeking from our panel of experts.

Create Value

Understand how delivering knowledge management within your firm is specific to the needs of your practice groups and culture, as Joakim Edoff, former KM leader and now executive partner of Setterwalls explains how employing the practice group as a driver for KM can **enhance your firm's performance**. Delve further into how knowledge management can **protect your firm from future risks** and provides an opportunity for compliance.

Our expert speakers share a fresh perspective from their first hand experiences on the tools and technology that have helped them move knowledge management within their firm forward. From **SharePoint to document automation**, understand how you can **energise your KM functions** through employing technology, and understand the challenges that moving to these systems might present.


*Whether you are from a large international firm with multiple offices or simply starting out on your firm's knowledge management journey, you will benefit from **case studies delivering first hand accounts** of tackling challenges in implementing KM strategies.*

Pre-conference workshop

On 24 January 2012, Ron Young, renowned knowledge thought leader in KM, provides groundbreaking insights and understanding into the inter-relationships between the four critical dimensions of successful knowledge management in a pre-conference workshop which will also be available to knowledge professionals outside of the legal sector.

09:00 Registration and refreshments

09:30 Chair's opening remarks

 *Menno Ong, Head of Knowledge and Information Management, Höcker and Boels Zanders, the Netherlands*

KM, INNOVATION AND KNOWLEDGE SHARING


09:40 Opening keynote: Brilliant failures as portals to creative destruction

- » Organisations need to be agile, which requires innovation and creativity
- » We need fear reduction to release innovative and creative power
- » In a complex world, success and failure are separated by a thin line
- » Failures offer learning opportunities
- » The Institute of Brilliant Failures as tribute to those who try and succeed or fail

 *Paul Iske, Professor Open Innovation, Maastricht University and Chief Dialogues Officer, ABN AMRO Bank, the Netherlands*

10:40 Case study: Working hand in hand with lawyers to maximise efficiency

- » Drawing on 25 years of experience to best understand knowledge management and how the culture of sharing know-how has moved forward
- » Incentivising and rewarding lawyers for knowledge management contributions
- » Using technological tools to collaborate with lawyers: The power of intranets, forums, blogs and alerts
- » Building a tailor-made platform for lawyers to share information
- » Improving understanding and communication with lawyers through setting up an innovative KM committee
- » Leading the way for knowledge management in the future

 *Carmen Martín-Peña, Manager – Knowledge Management Department, Garrigues, Spain*

11:20 Morning coffee break

CREATING AN EFFECTIVE KM INFRASTRUCTURE


11:50 Case study: How we got from 100 to 0 and back to 100 in knowledge management in 18 months

- » Unique challenges faced by Kinstellar during its spin off from Linklaters in the area of knowledge management
- » Creating knowledge management strategy for the new firm
- » Choosing the right knowledge management tools
- » Promoting knowledge sharing culture

 *Petr Mestánek, Knowledge Lawyer, Kinstellar, Czech Republic*

12:30 Aligning KM in a multi-office CEE law firm

- » Understanding the local needs
- » Central versus decentral organisation
- » Developing firm wide standards
- » Encouraging and aligning local KM efforts

 *Martin Bauer, Knowledge Manager, and Jakob Kisser, Knowledge Management Lawyer, Schoenherr, Austria*

13:10 Networking lunch break

14:10 Keynote: Driving the firm's performance with practice-group focused KM

- » Adopting a 'client in the centre' approach when defining the KM and other roles and responsibilities of the practice group
- » Who should ultimately be responsible for KM initiatives within the area of a practice group (if not the head of the group)?
- » The role and responsibility of the practice group in securing high and consistent 'service quality' (especially in a multi-office environment), and why KM initiatives such as debriefings and 'lessons learned' sessions must be a top priority of the group
- » Different practice groups have different KM needs; examples of some successful practice group specific KM initiatives



Joakim Edoff, Executive Partner, Setterwalls, Sweden

KM AND RISK

14:50 Knowledge management as a prerequisite for legal risk management and compliance

- » Proliferation of legal risks and the impact of the Business Judgement Rule
- » Changing your firm's mindset: Compliance as an opportunity for change, not just a threat to business
- » Ensuring your KM system supports your firm's leaders in accurately setting strategy
- » Exploring latest research on using know-how to protect your firm



Prof Dr Martin Schulz, LL M (Yale), Knowledge Management Lawyer, Freshfields Bruckhaus Deringer, Germany

15:30 Afternoon coffee break

INTERACTIVE SESSION

16:00 KM Clinic: Sharing your experiences and finding innovative approaches to addressing your key challenges for knowledge management

We know that it is not only our speakers who hold KM expertise or who have found innovative solutions to the challenges you face as a knowledge management professional. This session calls on you to share your tips, thoughts and even mistakes with you fellow delegates in intimate group discussions. A real chance to hold valuable conversations, network and draw on the collective knowledge of the audience to ensure you get the insights and answers you need to deliver on your goals.

Exploring:

- » How do you engage fee earners in sharing their knowledge with the firm?
- » How do you successfully negotiate with content integrators and suppliers?
- » How can KM support other functions within the firm – marketing, business development and training?



Facilitated by: Menno Ong, Head of Knowledge and Information Management, Höcker and Boels Zanders, the Netherlands

17:00 Chair's closing remarks

17:10 Close of day one

09:00 Registration and refreshments


09:30 **Chair's opening remarks**

 **Menno Ong, Head of Knowledge and Information Management, Höcker and Boels Zanders, the Netherlands**

LEGAL KM IN THE COMING DECADE


09:40 **Opening keynote: Steering KM towards new frontiers**

- » The KM world as we know it
- » Should KM practitioners bridge the gap between lawyers and technology?
- » Crossing traditional lawyer client borders: Can we discover ways to collaborate on KM?
- » Do you dare to go inside the lawyer's head: Can we improve cognitive processes?

 **Mart van de Kerkhof, Head of Know-How & Education, Allen & Overy, the Netherlands**

10:20 **Dimensions and inflation of information: A modern knowledge manager's challenge**

- » Lawyers of the future: Training the younger generation how to efficiently use information
- » Managing information overload and working smartly
- » Training and dealing with new lawyers
- » Negotiating and communicating with publishers and content integrators


 **Taufan Homan, Senior Knowledge Manager, Banning, the Netherlands**

11:00 Morning coffee break

NEW TOOLS AND TECHNOLOGY


11:30 **Case study: Production, maintenance and use of templates**

- » Benefits of working with templates
- » Prerequisites for production
- » Overcoming challenges
- » A fee earner's perspective

 **Jeannette Wiers-van Tuijl, Director Knowledge, Information and Diversity, NautaDutilh, the Netherlands**

12:10 **Case study: KM as an efficiency driver to streamline business processes where it counts**

- » Taking an active role in assessing your firm's current business processes and maximising effective business practice
- » Visualising your business processes
- » Involving fee earners in business process improvement
- » Getting new associates productive faster
- » Really knowing what the fee earners do every day: A great aid in strategic KM-planning

 **Kristoffer Nordman, Head of Knowledge Management, Vinge, Sweden**

12:50 Networking lunch break

13:50 **Award winning case study: Get to know Dirkzwager: An innovative knowledge sharing strategy**

- » How and why Dirkzwager profiles its core business, knowledge, as a unique selling point
- » The use of innovative (social) and traditional media to share knowledge with firm clients and prospects
- » The success of new and social media tools for business development
- » The role and function of KM in this concept

 **Mark Jansen, Knowledge Manager, Dirkzwager, the Netherlands**

14:30 **Case study: Facts, figures and insights as a management tool for knowledge management**


- » Successfully measuring key performance indicators
- » Analysing the value of knowledge management documents
- » Presenting reports to practice managers and encouraging knowledge management responsibility from the top down
- » Changing the culture of the law firm and the need for professional skills in managers

 **Knut-Magnar Aanestad, Chief Knowledge Officer, Schjødt, Norway**

15:10 **Panel Discussion: Determining the right approach for delivering KM within your firm**

- » To centralise or not – what approaches work best for which firms?
- » KM lawyers, full time KM or part-time fee earning – what are the key criteria to consider for resourcing your KM team?
- » What are the needs of the practice groups?
- » How do you deliver tailor made solutions effectively?

Panellists include:

 – **Mart van de Kerkhof, Head of Know-How & Education, Allen & Overy, the Netherlands**

 – **Jo Van der Spiegel, Knowledge Manager, Claeys & Engels, Belgium**

 – **Taufan Homan, Senior Knowledge Manager, Banning, the Netherlands**

15:50 **Chair's closing remarks**

16:00 Close of conference

Who should attend?

Anyone responsible for delivering knowledge and knowledge management in a European law firm, including Managing Partners, CEOs, Directors and heads of Knowledge Management, information services and know-how, partners, lawyers, and Professional Support Lawyers as well as librarians.

Past delegate feedback

“ Practical and inspiring conference, fun to meet people from different countries and to hear much is the same and we can learn a lot about KM. ”
Anna Buysman, Boekel De Nerée

“ This event was a great opportunity to share knowledge management concerns and find opportunities and strengths in KM strategy. Think outside the box in knowledge management. ”

Understanding and realising the four dimensions of KM: Personal, team, organisational and inter-organisational

Facilitated by Ron Young, Chief Knowledge Officer (CKO) for Knowledge Associates International Ltd

Benefits of attending

Effective KM is only possible when all four dimensions of KM are implemented fully, as part of a holistic organisational approach. If any key aspect of any dimension is missing, the result will be mediocre at best, and likely to fail, at worst. Many organisations have only partially focused on this critical issue to date. Furthermore, the strategies, processes, methods and tools are situational, and will, therefore, vary according to each organisation and to each of the four dimensions.

Ron Young, renowned knowledge thought leader in KM, provides groundbreaking insights and understanding into the inter-relationships between the four critical dimensions of successful knowledge management – personal, team, organisational and inter-organisational. He provides an in-depth understanding and facilitates rich discussions for each dimension.

Masterclass leader: Ron Young

Ron Young is the Chief Knowledge Officer (CKO) for Knowledge Associates International Ltd, based in Cambridge and London UK. He is acknowledged as a leading international expert and thought leader in knowledge management.

He regularly provides keynote presentations at leading KM conferences around the world, and he has extensive experience in working with European, Asian and US organisations. Current consulting engagements include developing KM strategies and advising and assisting major multi-national corporations, international UN agencies, national governments, and professional institutions around the world. He was a lead consultant for the European Commission 2 Million euro 'Know-Net' project.

This masterclass is designed to:

- » Give a good understanding of the four dimensions of KM and their inter-connectivity
- » Provide a robust KM framework for the four dimensions
- » Share and discuss experiences in applying different KM dimensions
- » Provide an assessment tool built around the four dimensions of KM
- » Uncover different KM strategies, methods and tools for each dimension
- » Explore ordinary and extraordinary knowledge management
- » Discuss operational and strategic knowledge management
- » Shed light on principles led knowledge management
- » This masterclass will also be available to knowledge professionals outside of the legal sector

Past delegate feedback

“ Well presented, easy to follow, gave me answers and inspiration to many challenges I face with KM, speaker tailored session to our expectations, very useful and flexible. ”

“ Excellent. Some good tools to start working with. ”

“ Very interactive and a good introduction to the topic and approaches, equally relevant to large/small, public or private. ”

Agenda

09:30 Registration and refreshments

10:00 An overview and a KM framework

- » Exploring the four dimensions of knowledge management
- » The key differences between extraordinary, ordinary, strategic, and operational knowledge management
- » Principles led knowledge management

11:20 Coffee break

11:40 Personal knowledge management

- » Theory and state of the art
- » Practice – a personal demonstration
- » Personal benefits

12:20 Team knowledge management

- » Theory and state of the art
- » Practice – a personal demonstration
- » Team benefits

13:00 Networking lunch break

14:00 Organisational knowledge management

- » State of the art discussion
- » Emerging 'principles led' strategies
- » Extraordinary organisations

14:40 Inter-organisational knowledge management

- » State of the art discussion
- » Knowledge partnerships, knowledge networks, knowledge commons
- » Global knowledge management

15:20 Summary

- » Further discussions and questions
- » Key challenges and key opportunities
- » Summary and conclusions

16:00 Close of masterclass

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