

Driving Value in Inside/Outside Counsel Relationships
March 4 & 5, 2014 • The Grand Hyatt • Atlanta, GA

AGENDA

TUESDAY, MARCH 4		
DAY ONE		LEAD FACULTY
8:30 – 9:00 AM	Registration & Continental Breakfast <i>Azalea</i>	
9:00 – 10:00 AM	WELCOME, INTRODUCTIONS AND WORKSHOP OVERVIEW Current State/ Future State <i>Azalea</i>	Catherine J. Moynihan, <i>ACC</i> Bill Garcia, <i>Thompson Hine</i> Rob Lipstein, <i>Crowell & Moring</i>
10:00 – 5:30 PM	PROCESS & PROJECT MANAGEMENT Instruction and Exercises <i>Azalea</i>	Ken Grady, <i>SeyfarthLean Consulting</i> Nancy Jessen, <i>Huron Consulting</i>
	Intro: Driving Business Outcomes in the Legal Department	
	PROCESS MANAGEMENT Root Cause Analysis, Exercise: Legal Fees	
10:20 – 10:30 AM	BREAK – Drop-in Demonstrations: Neota Logic & PLC Resources	
	Disaggregation, Staffing Models & Efficiency	
	The Nifty Tech Acquisition	
	TABLE SWITCH!	
12:15 – 1:00 PM	LUNCH <i>Azalea</i>	
	PROJECT MANAGEMENT Exercise: Project Charter, Prelim Budget, Report-out	
2:15 – 2:30 PM	DEMONSTRATION: Neota Logic <i>Azalea</i>	Neota Logic
	PROCESS MAPPING Exercise: Process Mapping the Nifty Tech Acquisition Instruction: Resource Planning - RACI	
3:30 – 3:45 PM	BREAK – Drop-in Demonstrations: Neota Logic & PLC Resources	
	Completing the Nifty Tech Acquisition Exercise: Project Plan	
	Report-outs, Case Examples, Lessons Learned & Discussion	
5:30 – 6:30 PM	RECEPTION <i>Library</i>	

WEDNESDAY, MARCH 5			
DAY TWO			LEAD FACULTY
8:00 – 9:00 AM	Continental Breakfast & Faculty Office Hours <i>Azalea</i>		
9:00 – 2:00 PM	VALUE-BASED FEE STRUCTURES Instruction and Business Case Exercises <i>Azalea</i>		
	Instruction		Rob Lipstein, <i>Crowell & Moring</i> Kathy Kirmayer, <i>Crowell & Moring</i>
10:00 – 10:15 AM	DEMONSTRATION: PLC <i>Azalea</i>		PRACTICAL LAW COMPANY [®] ■■■
10:15 – 11:15 AM	Litigation Exercise 1 <i>Azalea</i>	Thorny One-Off Problem	Bill Garcia, <i>Thompson Hine</i>
	Corporate Exercise 1 <i>Library</i>	The Basic Asset Acquisition	Rob Lipstein, <i>Crowell & Moring</i>
11:15 – 11:30	Break		
11:30 – 12:30 PM	Litigation Exercise 2 <i>Azalea</i>	Portfolio Pricing & Negotiating Fee Terms	Ken Grady, <i>SeyfarthLean Consulting</i>
	Corporate Exercise 2 <i>Library</i>	Negotiating & Documenting the Value Fee Terms	Rob Lipstein, <i>Crowell & Moring</i>
12:30 – 1:15 PM	LUNCH <i>Azalea</i>		
1:15 – 2:30 PM	Group Exercise 3 <i>Azalea</i>	Brave New World (25% Budget Reduction)	Bill Garcia, <i>Thompson Hine</i>
2:30 – 3:00 PM	HOW TO GET IT DONE – Practical Solutions to Real-Life Problems <i>Azalea</i>		Bill Garcia, <i>Thompson Hine</i> Rob Lipstein, <i>Crowell & Moring</i>
WORKSHOP CONCLUDES			