

One-day Collaborative Forum and Workshops  
28 February - 2 March 2011, Rydges World Square, Sydney

**\$1295 GST** \*Receive one of the following three PDF reports for free when you register to attend before the early bird date.  
Before 04/02/2011

- 1) KM in the Legal Profession
- 2) Creating a Successful Law Firm Intranet
- 3) Know How in the Legal Profession



Summaries available at: <http://tinyurl.com/KMlegal11>

# Knowledge Management in the Legal Profession

Facilitating knowledge capture and sharing within law firms

## Collaborative Forum leaders:

Rachel O'Connor,  
Director of Knowledge Services  
**Allens Arthur Robinson**

Mark Andrews, Director, Knowledge & IT  
**Baker & McKenzie**

Jane Hogan, Head of Knowledge  
**Gilbert + Tobin**

Noric Dilanchian, Managing Partner  
**Dilanchian Lawyers & Consultants**

Susan Richards, Firm Precedents Manager  
**DLA Phillips Fox**

Chrissy Burns, Director, IT and Knowledge  
**Blake Dawson**

Carolyn Austin, National Precedents Manager  
Michael Hubble-Marriott, National Information Services Manager  
**Middletons**

Patrick DiDomenico, Chief Knowledge Officer  
**Gibbons P.C (USA)**

## Pre-forum workshop

Monday, 28 February 2011

- A** Best practice SharePoint intranets  
Rai Umair, SharePoint Mentor, Maventor

## Post-forum workshops

Wednesday, 2 March 2011

- B** Best practices for social media in your law firm  
Patrick DiDomenico, Chief Knowledge Officer,  
Gibbons P.C. (USA)

- C** Prioritising knowledge transfer and retention during periods of change  
Wendy Fogarty, Knowledge Management Consultant,  
Important & Imperative Business Solutions

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Knowledge management offers law firms the potential for accelerating professional development, driving revenue and the delivery of core services at the highest standard. While the development of knowledge management has been a topic of discussion at many competitive law firms for a number of years, knowledge management is still in its infancy in the legal profession.

In particular, knowledge professionals in law firms are facing challenges in proving and communicating the value of knowledge management initiatives, overcoming the reluctance of lawyers to pass on any knowledge, information and innovative ideas, and managing tacit knowledge, especially of retirees.

This one-day collaborative forum will provide you with an opportunity to learn about the people, process, technology and culture aspects that are essential for successful knowledge management within law firms.

You'll have the chance to interact with the speakers and other attendees to really gain a better understanding of how to:


- Demonstrate the ROI of knowledge management activities
- Encourage employees to contribute to the firm's knowledge base
- Cultivate a knowledge sharing culture
- Prevent a knowledge collapse caused by retiring employees
- Make your intranet a more functional tool for lawyers
- Utilise social media to capture and share employee knowledge

## COLLABORATIVE FORUM **Tuesday, 1st March 2011**

### 8:30 Registration and refreshments

### 9:00 Introduction and welcome

The chairperson will introduce the objectives of the collaborative forum and discuss how the day will proceed. Attendees will have the opportunity to participate in a brief 'getting to know you' exercise, so that everyone is familiar with fellow attendees' backgrounds and what they hope to achieve from the day.

 **Carolyn Austin, National Precedents Manager, Middletons**

### 9:15 Demonstrating the strategic role of knowledge management in a legal environment

- The role of knowledge management within the firm's business strategy
- Defining and measuring the ROI of knowledge management initiatives
- Justifying investments and preparing a business case in KM programs
- Raising awareness of the benefits of knowledge management amongst senior management and lawyers
- Practical examples of how law firms are getting real value from knowledge management

**Jane Hogan, Head of Knowledge, Gilbert + Tobin**

### 10:00 Looking at strategies for precedents management and best practice document libraries

- Identifying the factors to take into account when developing a strategy
- Looking at the roles that KM staff and fee earners can play
- Recognising that there may not be a one-size-fits-all solution

 **Susan Richards, Firm Precedents Manager, DLA Phillips Fox**

### 10:45 Morning refreshments and networking


### 11:15 International practitioner case study: Using KM, intranets and social media to drive innovation in the practice and business of law

- Incorporating social media (Web 2.0) features into KM tools and your law firm
- Combining people, process, and technology to add value and promote knowledge management
- Making knowledge management work from the lawyer's perspective

 **Patrick DiDomenico, Chief Knowledge Officer, Gibbons P.C. (USA)**

### 12:00 Getting closer to clients: opportunities for knowledge management

- Client demands for added value from the law firm
- The creation of opportunities for knowledge management both in the traditional sense and in new areas
- Relationship building opportunities within the firm, particularly with the marketing function
- Practical examples of how knowledge management can play a role in driving client value

 **Rachel O'Connor, Director of Knowledge Services, Allens Arthur Robinson**

### 12:45 Networking lunch

### 1:45 Developing and implementing a successful KM strategy

- Selecting an appropriate framework for a KM strategy
- Articulating the strategy and developing implementation plans
- Creating policies and processes in support of the knowledge management strategy
- Dealing effectively with reluctance of lawyers to pass on knowledge and innovative ideas
- Encouraging knowledge sharing amongst staff working across different offices
- Overcoming barriers to successful firm-wide KM implementation



**Mark Andrews, Director, Knowledge & IT, Baker & McKenzie**

### 2:30 Utilising innovative information technology for enhanced knowledge management

- Reviewing what has worked, cleaning up and rebuilding old primitive systems into sophisticated new tools
- Making the intranet a more functional tool for collaboration and knowledge sharing
- Leveraging social networking within the firm for knowledge harvesting
- Engaging employees with limited time in knowledge management
- Demonstrating the practical use of knowledge management tools



**Chrissy Burns, Director, IT and Knowledge, Blake Dawson**

### 3:15 Afternoon refreshments and networking

### 3:45 Interactive discussion: Capturing and exploiting tacit knowledge within law firms

Hear a short introduction from the facilitator, and then have the opportunity to participate in the discussion and gain a better understanding of the topic!

- Communicating the importance of tacit knowledge sharing
- Incentivising informal and formal face-to-face knowledge sharing
- Retaining and transitioning the tacit knowledge of retiring employees
- What approaches work in practice?



**Facilitated by: Carolyn Austin, National Precedents Manager; Michael Hubble-Marriott, National Information Services Manager, Middletons**

### 4:30 My knowledge management venture

- Issue: why is drafting business contracts difficult?
- Opportunity: how to make it easier, and more valuable for clients?
- New mode of production: social communications and collaboration
- Tools: word-processors, e-business, wikis, social media, cloud computing
- Solution: standardisation of document packages, formats, structures, titles, language and styles



**Norc Dilanchian, Managing Partner, Dilanchian Lawyers & Consultants**

### 5:15 Wrap-up and end of collaborative forum

# PRE-FORUM WORKSHOP

MONDAY, 28 FEBRUARY 2011

## [A] Best practice SharePoint intranets

Registration: 8.30 am  
Workshop time: 9.00 am - 4.00pm  
Facilitated by: *Rai Umair, SharePoint Mentor, Maventor*

### About the workshop:

Throughout the day attendees will gain an understanding of the new SharePoint 2010 platform, discover the business value and learn best practices to implement intranets with SharePoint 2010. The following topics will be covered throughout this full-day workshop:

#### SharePoint 2010 intranets: An introduction

- Retaining knowledge and improving culture with SharePoint 2010
- Managing documents and collaboration with SharePoint 2010
- Meeting compliance and archival needs with SharePoint 2010
- Internal communication and relationship building with SharePoint 2010

#### SharePoint 2010 intranet: A roadmap

- Wicked problems and solutions
- Project and operational governance
- Information architecture and taxonomy

#### SharePoint 2010 intranet: A case study

- Putting it all together, making it all work



### About your workshop leader:

**Rai Umair** is a SharePoint Mentor with Maventor in Melbourne, Australia. Through his consulting, training and writing he helps businesses around the world understand, use and make better decisions about SharePoint.

Working for a number of consulting practices, Rai has helped clients such as the Australian government, KPMG, BMS, Westpac, AGL, Goodman, Komatsu, Melbourne Airport, Lockhead-Martin, and South Australia Water design to deploy and adopt solutions based on SharePoint products and technologies.

Rai is well connected with the SharePoint and Office product teams in Redmond and is one of the few Microsoft Certified Masters for SharePoint in the world, currently the only one in Asia Pacific region. Rai has spoken at various user groups, universities and industry events. His presentations offer clear, insightful and engaging perspectives on understanding and applying Microsoft technologies within organisations.

Earlier in his career, he wrote web portal software in Cold Fusion, and trained hundreds of professional .NET developers working for a Microsoft CPLS. Rai holds an Honours in Computer Science from Deakin University and a number of Microsoft certifications.

# POST-FORUM WORKSHOPS

WEDNESDAY, 2 MARCH 2011

## [B] Best practices for social media in your law firm

Registration: 8.30 am  
Workshop time: 9.00 am - 12.00pm  
Facilitated by: *Patrick DiDomenico, Chief Knowledge Officer, Gibbons P.C. (USA)*

### About the workshop:

This workshop will be a broader exploration of social media tools and social networking at law firms. We'll look at various web-based tools that are particularly useful in the law firm environment. We'll also look at the benefits (including capturing tacit knowledge) and risks of using such tools both inside and out side of the law firm. To further address the potential risks, the attendees will discuss best practices in drafting social media policies, including an exercise to "crowd-source" a model policy outline that attendees can bring back to their firms.



### About your workshop leader:

**Patrick DiDomenico** is the Chief Knowledge Officer of Gibbons P.C., a firm of 230 lawyers based in the United States. He is a former practicing litigation attorney and heads the firm's knowledge management department, litigation support team, and library. He is responsible for the firm's knowledge management infrastructure and strategic direction. Patrick is also a member of the firm's Electronic Discovery Task Force, is responsible for the firm's social media policies and practices, and is responsible for the assessment and development of new technology tools.

In his spare time, Patrick publishes the LawyerKM blog (<http://lawyerkm.com/>) and serves as a member of the International Legal Technology Association (ILTA) Knowledge Management Peer Group Steering Committee and the 2011 ILTA Conference Committee. Patrick is @LawyerKM on Twitter.

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## [C] Prioritising knowledge transfer and retention during periods of change

Registration: 12.30 pm  
Workshop time: 1.00 pm - 4.00pm  
Facilitated by: *Wendy Fogarty, Knowledge Management Consultant, Important & Imperative Business Solutions*

### About the workshop:

This highly interactive workshop will provide practical solutions to the issues that arise during organisational change and their impact on your organisation's knowledge management capabilities. This half-day workshop will cover key areas including:

- Identifying where knowledge exists within your business and where the biggest risks lie
- Embedding knowledge transfer and retention strategies into ongoing organisational strategy
- Ensuring knowledge retention is still a priority during restructures, mergers, downsizing and as part of succession planning



### About your workshop leader:

**Wendy Fogarty** is a multi-award winning management consultant based in the Illawarra Region of NSW. Her business, Important & Imperative Business Solutions ([www.i-ibs.com.au](http://www.i-ibs.com.au)) specialises in supporting the SME sector by working directly with business owners to improve their profitability and long term success through strategic planning, knowledge management, and a range of mentoring programs. With an extensive background in intellectual property, human resources and workplace training that spans some 25 years, Wendy has assisted businesses at all stages of development from start up through to mergers and succession planning.

Her business is currently going through the early stages of a merger with two other firms and Wendy is responsible for the business development side of the merger. In this workshop, Wendy speaks firsthand about some of the challenges and solutions involved in bringing three organisations across 5 divisions to join forces in the marketplace as one. Wendy is involved in a number of business networks across Australia and internationally and has an accolade of awards and success behind her. In 2009 Wendy was named NSW Small Business Champion Entrepreneur and is a regular public speaker, presenter, business awards judge and mentor to both business owners and young emerging leaders.

# 5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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## Knowledge Management in the Legal Profession

AG-WEB

28 February - 2 March 2011, Rydges World Square, Sydney

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Summaries available at: <http://tinyurl.com/KMlegal11>

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 2) Creating a Successful Law Firm Intranet  
 3) Know How in the Legal Profession

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- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
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#### Rydges World Square, Sydney

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#### Can't make the event?

##### Connected forum CD is available!

If you can't take full advantage of this event, the CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Christala Serianni

Phone: 1300 550 662

Email: [aga@arkgroupasia.com](mailto:aga@arkgroupasia.com)

#### Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Bhuwan Rai

Phone: 1300 550 662

Email: [aga@arkgroupasia.com](mailto:aga@arkgroupasia.com)