This full-day interactive forum is designed to help you:

- Transform traditional Library Services into "Knowledge Services" with a broader scope focused on strategic initiatives
- Adapt the flow of information to new ways of doing business, enabling new economic models and helping to redefine your firm's value-proposition to its clients
- Assess seismic changes taking place in the legal profession and its impact on law librarianship, information services and knowledge management
- Address the implications of blurring boundaries between a variety of departments and firm functions such as Marketing, CI/BI and KM — and where the Library ultimately fits into this equation
- Leverage the expertise of librarians to streamline and enhance the due diligence process of accepting new business
- Increase the value proposition of the library by using information management skills to identify areas of improvement in client information systems
- Encourage your firm's lawyers to effectively "drink from the fire hose" — supporting the business of law by using news channels to help personnel identify client and business development opportunities as well as strengthen client relationships
- Reengineer your firm's knowledge-sharing initiatives — positioning the library as a strategic knowledge resource and an indispensable strategic asset
- Reconsider the physical space of the law firm library from a social engineering perspective

With Key Contributions and Candid Perspectives from:

- Jeff Bois, Manager of Library Services, Fish & Richardson
- Paul Century, Research Librarian, MLIS, Ph.D., Borden Ladner Gervais LLP
- Ron Friedmann, Senior Vice President, Consulting, Integreon
- Greg Lambert, JD, MLIS, Library & Records Manager, King & Spalding
- Steven A. Lastres, JD, MLS, Director of Library & Knowledge Management, Debevoise & Plimpton LLP
- Gina B. Lynch, National Director of Knowledge Services, Bingham McCutchen LLP
- Jean P. O'Grady, JD, MLS, Director of Research Services and Libraries, DLA Piper LLP (US)
- Deborah S. Panella, Director of Library and Knowledge Services, Cravath, Swaine and Moore LLP
- Marsha Pront, Senior Library Consultant, IMS Legal Research Services
- Camille Reynolds, Director of Knowledge Management, Nossaman LLP
- Sarah Stephens, Chief Knowledge Officer, Sutherland Asbill and Brennan LLP
- Nola Vanhoy, Director of Practice Innovation, Alston and Bird LLP
Agenda: Thursday, February 24, 2011

8.30AM  Registration & Refreshments
9:00AM  Opening Remarks: Conference Chairperson
        Marsha Pront, Senior Library Consultant, IMS Legal Research Services
9:15AM  KEYNOTE DEBATE
        Outsourcing: Outrage or Opportunity?
        We will open this year's conference with a point/couter-point “debate” on the feasibility, pros and cons to outsourcing information resources. Our esteemed co-presenters will debate a range of issues, from staffing and industry change to the cost of doing business. What are libraries outsourcing now? Does every office really require a library? Can we outsource some of the lower-level functions? Is centralizing inevitable, irrespective of outsourcing? This session promises to be a lively and engaging opening to the day’s broader dialogue.

Jean P. O'Grady, JD, MLS, Director of Research Services and Libraries, DLA Piper LLP (US)
Ron Friedmann, Senior Vice President, Consulting, Integreon

10:15AM  PANEL DISCUSSION
        The Change Trajectory: Transforming the Flow of Information Across the Firm
        Library and Information Service professionals are in an auspicious position to help their firms adapt to new ways of doing business by focusing on the broader information needs across the firm. But this can only be done successfully by gaining a deeper understanding of the strategic needs of the firm and creating and aligning information products that directly address these needs. This engaging interactive discussion will assess “the change trajectory” from both an industry and a unit level—addressing the implications of blurring boundaries between a variety of departments and functions such as Marketing, CI/BI and KM—and where the Library ultimately fits into this equation. How might the flow of information change within law firms in the near future? And what can you do to not only advance departmental initiatives, but also deal with change that is thrust upon us from a firm-wide perspective?

Panel: Sarah Stephens, Chief Knowledge Officer, Sutherland Asbill & Brennan LLP, Gina B. Lynch, National Director of Knowledge Services, Bingham McCutchen LLP, Nola Vanhoy, Director of Practice Innovation, Alston and Bird LLP

11:15AM  Morning Coffee Break
11:45AM  CASE STUDY
        Leveraging Library & Research Services In the New Business Intake Process
        Librarians have many skills which transfer well to the new business intake process at law firms. This case study will illustrate how one firm:
- leveraged the expertise of librarians to streamline and enhance the due diligence process of accepting new business
- utilized librarians to conduct CI research AND analysis in partnership with business development professionals to land new business
- increased the value proposition of the library by using librarian information management skills to identify areas of improvement in the client information system
- used librarians knowledge of firm practices and culture to “connect the dots” and connect lawyers with each other during CI and new business intake process to provide a complete picture of opportunity and potential risk

Camille Reynolds, Director of Knowledge Management, Nossaman LLP

12:30PM  Networking Luncheon
1:30PM  DEBATE
        Providing Open, Unbilled Access to Subscription Content vs. Increased Strategic Billing/Cost Recovery Management
        Jeff Bois, Manager of Library Services, Fish & Richardson
        Steven A. Lastres, JD, MLS, Director of Library & Knowledge Management, Debevoise & Plimpton LLP

2:15PM  RECONSIDERING THE PHYSICAL SPACE OF THE LAW FIRM LIBRARY FROM A SOCIAL ENGINEERING PERSPECTIVE
        Imagine the “Innovation Room”—where everything is available to you, from reference materials to Kindles, Nooks, and video conferencing, with comfortable chairs in beautiful spaces—everything that Starbucks always wanted to be. Reshaping the Library into “the social setting of the firm” equates to positioning it as an attractive destination for attorneys and other staff to relax with like-minded peers—not necessarily subject to the demands of the workplace. This social engineering experiment encourages a cross-section of firm staff to mingle with others (i.e. have actual face-to-face conversations with their peers). Given the increasing blurring of lines between CI, BI, KM and the Library—this innovative notion of serving the needs of all functions in one invitingly, comfortable space seems to have knowledge-sharing and professional development at its core—not to mention, puts the Library at the very heart of the organization.

Greg Lambert, JD, MLS, Library & Records Manager, King & Spalding

3:00PM  Afternoon Coffee Break
3:30PM  WRAP-UP DISCUSSION
        Putting Theory into Practice: Using Current Awareness Tools to Expand Our Reach and Our Value
        In this wrap-up discussion we will essentially address thoughts and strategy from the day's agenda, showing a practical, achievable way to put our existing knowledge and expertise into an application that proactively addresses business needs. Attendees will learn how they can help their firm’s lawyers effectively “drink from the fire hose”—supporting the business of law by using news channels to help personnel identify client and business development opportunities, strengthen client relationships, focus on competitive intelligence, and stay up-to-date on legal, regulatory, trade & industry issues and trends.

Deborah S. Panella, Director of Library and Knowledge Services, Cravath, Swaine and Moore LLP
Paul Century, Research Librarian, MLIS, Ph.D., Borden Ladner Gervais LLP

4:30PM  Closing Remarks/End of Conference
Best Practices & Management Strategies for Law Firm Library & Information Service Centers

Attendee 1

Name
Job Title
Organization
Address
Zip Code
Phone
Fax
Email

Attendee 2

Name
Job Title
Organization
Address
Zip Code
Phone
Fax
Email

Attendee 3

Name
Job Title
Organization
Address
Zip Code
Phone
Fax
Email

Signature

I have read the terms and conditions below

- Forum Registration Fee
  - $895

- I am registering for this event before January 14th and would like to claim my 15% early bird discount—

Please note: payment must be received in full prior to the event to guarantee your place

- Payment in the mail (checks made payable to Ark Group USA)
- Multiple bookings: please invoice separately

Venue and Accommodations

This forum will take place at the AMA Executive Conference Center, New York - located at 1601 Broadway, New York, NY 10019. For information regarding nearby hotels (most within walking distance to the venue) please contact Peter Franken at Pfranken@ark-group.com or 773.281.4275. We hope to see you there!

Who Will Attend This Forum?

This highly interactive forum has been researched with and developed exclusively for those involved in managing your firm’s library and information resources — including but not limited to Directors of Library Services, Library Managers, Directors of Information Resources & Services, and Directors of Knowledge Management as well as Chief Information Officers, Directors of Marketing, Business Development and Competitive Intelligence.

Exhibition & Sponsorship Opportunities

If you are interested in learning about sponsorship opportunities for this event, please contact Kevin Klein for more details at kklein@ark-group.com or by phone at 708 386 3868
Best Practices & Management Strategies for Law Firm Library & Information Service Centers

THIS CONFERENCE WILL BE HELD AT:
AMA Executive Conference Center
1601 Broadway
New York, NY 10019
212.586.8100
http://www.amaconferencecenters.org/new-york.htm

February 24, 2011 — New York, NY

The executive conference center is conveniently located at 48th & Broadway (inside the Crowne Plaza Hotel) in the heart of New York City’s bustling Times Square.

Recommended Hotels (within walking distance to the forum venue):

Belvedere Hotel
319 W. 48th Street
New York, NY 10036
212.245.7000 > Reservations
http://www.belvederehotelnyc.com/

Crowne Plaza Manhattan
1605 Broadway
New York, NY 10019
212.977.4000 > Reservations
http://www.cpmanhattantimessquare.com/

Sheraton Manhattan
790 7th Avenue
New York, NY 10019
212.581.3300 > Reservations

Marriott Renaissance New York Times Square
714 7th Avenue @ W. 48th Street
New York, NY 10036
212.765.7676 > Reservations
http://www.marriott.co.uk/hotels/travel/nycrt-renaissance-new-york-hotel-times-square/

*Recommendations on the Upper West Side (a short cab ride to the venue):

On The Ave
2178 Broadway at W 77th Street NY 10024
1.800.509.7598 | 212.362.1100
http://www.ontheave-nyc.com

The Lucerne—New York
201 WEST 79 STREET NEW YORK, NY 10024
212.875.1000 OR 800.492.8122
http://www.thelucernehotel.com/
Directions and Maps

AMA New York Executive Conference Center
1601 Broadway
New York, NY 10019

The following can be used as a guide for your visit to the Executive Conference Center, New York. If you should have any further questions, please do not hesitate to call us at 773-281-4275.

Directions

American Management Association (located in the same building as the Crowne Plaza Hotel) 1601 Broadway at 48th Street near Times Square. Entrance is on 48th Street.

From PENN PLAZA to 1601 BROADWAY (Fastest Route):
1. Going west on W. 33rd St. toward 8th Ave. 0.11 miles
2. Turn RIGHT onto 8th Ave. 0.85 miles
3. Turn RIGHT onto W. 50th St. 0.12 miles
4. Turn RIGHT onto BROADWAY. 0.06 mile For additional driving directions and maps click here http://www.mapquest.com/

Transportation

Airport Transportation:
Transportation to/from the airport is available for a fee via Super Shuttle. Upon arrival at the airport, proceed to the Ground Transportation desk located near baggage claim, the Super Shuttle agents there will assist you. For your return trip to the airport, contact Super Shuttle at least 24 hours in advance at 1-800-BLUE-VAN x3. New York taxi cabs are also available and rates can vary depending on the airport.

These three airports serve New York City:

John F. Kennedy International Airport, approximately 15 miles (estimate one hour travel time) from mid-Manhattan.

LaGuardia Airport, approximately 8 miles (estimate 30 minutes of travel time) from mid-Manhattan.

Newark International Airport, borders on the cities of Newark and Elizabeth, NJ, approximately 16 miles (estimate 45 minutes of travel time) from mid-Manhattan.

Parking:
There are parking garages available on 48th and 49th streets, as well as at the Crowne Plaza Hotel.

Bus:
From Uptown: M 7, M 10, M 104, exit at 50th St. and Broadway.
From Downtown: M 10, M 104, exit at 49th St. and 8th Ave.
M 5, M 6, M 7 exit at 49th St. and 6th Ave.
SUBWAY

To 47th-50th St.-Rockefeller Center

To 50th St. & 8th Avenue

To 50th Street

To 49th Street

To 51st Street