The function of Library, Knowledge & Information Resources has never been more critical than today. We are the lynchpin in the workflow equation—depended upon to successfully leverage platforms to integrate useful content and provide context to our users. Yet we are also marketers, educators, collaborators, negotiators and business analysts—and must be able to define the value of the services we provide in the language of the firm’s business.

We are clearly witnessing a re-examination of the law library’s value proposition as its physical footprint shrinks in step with its evolution as a service. The customary transactional nature of these services (i.e. we’re here if/when you need us) is also in flux as we begin to support our internal clients where they work (embedded within practice or industry groups), creating value for the firm through a better understanding of the business and research needs of the lawyers we support.

With institutional knowledge about the internal and external information needs of the practice and the firm, Library, Knowledge & Information Resource professionals are uniquely positioned to help transform the firm’s knowledge-sharing environments with a clarity of purpose concerning what attorneys need, how tools will be adopted, and how the function of library services fits into the broader business and practice equation?

Ark Group’s 7th annual Best Practices & Management Strategies for Law Firm Library, Research & Information Services conference is developed for (and focused on) solving the core challenges facing law firms today and the transformation taking place, not only within our knowledge-sharing environments, but also around working relationships—and how Library & Information Resources contributes to, facilitates or promotes this partnership (or alignment) between attorney and staff (at the center of which must be the delivery and accessibility of useful content).

There is a real need for librarians and knowledge workers to understand existing platforms and how they can interoperate. What sort of problems can we be solving, given the tools at our disposal? Law librarians must be able to tell a story—not just around usage, but actual value for spend. What metrics help craft and support your message? And how hard are you prepared to push?

We hope you will join us this February in New York as we once again collectively (and candidly) assess our position (and inherent opportunities) to improve decision-making frameworks and make course corrections—supporting change and efficiency through intelligent workflow management.

Sponsors:

Featuring key contributions and candid viewpoints from:
- Joelle Coachman, E-Resources Librarian, McKenna Long & Aldridge LLP
- Nola Vanhoy, JD, MSLS, Director of Practice Innovation, Alston + Bird LLP
- Scott D. Bailey, Director of Research Services, Squire Sanders (US) LLP
- Shabeer Khan, Director of Information Services, Kaye Scholer LLP
- Greg Lambert, Director of Library & Research Services, Jackson Walker LLP
- Roger Skalbeck, Associate Law Librarian for Electronic Resources & Services, Georgetown University Law Library
- Ryan McClead, Manager of Knowledge Systems, Fulbright & Jaworski LLP
- Ginevra Saylor, JD, National Director, Knowledge Management, Fraser Milner Casgrain LLP
- Emily R. Florio, Manager of Libraries & Library Information Systems, Fish & Richardson
- Molly E. Brownfield, Manager, Library Services, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
- John J. DiGilio, MLIS, JD, National Manager of Research Services, ReedSmith LLP
- Jean P. O’Grady, JD, MLS, Director of Research Services and Libraries, DLA Piper LLP (US)
- Ralph Monaco, Executive Director, New York Law Institute
- Steven A. Lastres, Director of Library & Knowledge Management, Debevoise & Plimpton LLP
- Cindy Adams, Co-Director of Library Services, McKenna Long & Aldridge LLP

And others!
Driving Resource Utilization and Optimization

The viability, vitality and overall success of our libraries rests on more than our ability to provide high quality resources. The tools we choose must not only deliver excellent information, but must strategically align to the needs, practices and workflows of our end users. We must be able to justify their necessity by demonstrating this key alignment of meaningful utilization and return on investment. As stewards of these tools, it is up to us to drive resource utilization and optimization. This panel will discuss their own experiences, goals and successes in:

- Streamlining and consolidating custom tools to reduce information overload
- Developing customized access points to content making information more accessible and useful to attorneys, staff, and clients
- Designing targeted trainings and announcements for different practice groups and departments in lieu of “one size fits all”

Emily R. Florio, Manager of Libraries & Library Information Systems, Fish & Richardson, Molly E. Brownfield, Manager, Library Services, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, John J. DiGilio, MLS, JD, National Manager of Research Services, ReedSmith LLP

1:45PM UX: What is User Experience and Why Should We Care?

Practical business demands to improve User Experience (UX) are mounting along with user expectations. Whether we like it or not, we are competing with the Apple and Google experience. User Experience has a significant impact on lawyers’ ability to adapt to new platforms and processes as they are faced with continually evolving tools and increasing pressure to maximize efficiency in all aspects of their work. How is UX an aspect of our department (and the firm’s brand)?

Jean P. O’Grady, JD, MLS, Director of Research Services and Libraries, DLA Piper LLP (US)

2:15PM Afternoon Coffee Break

3:15PM Panel Discussion

Access to Information Resources

As law firms are moving away from acquisition models that emphasize ownership of information resources, to one that emphasizes just-in-time access, technology is providing opportunities to seamlessly leverage membership library holdings. These include collaborative services, such as a Seamless Catalog Module, providing integrated access to print and e-book collections. Access to third party databases helps to fulfill the information needs of attorneys and legal professionals. This session brings together a representative from a membership library along with a law firm library director and user of the services to talk about how looking outside the walls of one’s own library and firm can be key to ensuring firm-wide access, especially for minimally staffed branch offices, to legal information while keeping costs in check.

Ralph Monaco, Executive Director, New York Law Institute and Steven Lastres, Director of Library & Knowledge Management, Debevoise & Plimpton LLP

3:15PM Closing Group Discussion

Changing Course: Lessons Learned from Failure

Innovation in any business can be risky and costly, and there are usually multiple constituencies involved. How do you move forward when, after investments of time, money and personnel, your project has had a less than desirable result? Admitting that a project isn’t working is difficult, especially for the person coordinating the endeavor. Failure can result from a myriad of reasons. Sometimes the due diligence was incomplete or faulty. Maybe the product didn’t deliver as promised. Maybe the timing was wrong. Sometimes external forces, such as mergers or economic factors, can change the landscape. Whatever the reason, when you find yourself faced with failure, it is possible to successfully change course without abandoning your ultimate goals. This closing discussion will share valuable lessons learned from course corrections, facilitating an interactive dialogue based on what you’ve learned from directional changes in your respective firms.

Cindy Adams, Co-Director of Library Services, McKenna Long & Aldridge LLP

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**Signature**

I have read the terms and conditions below

- ☐ Registration fee for practitioners: $895
- ☐ Registration fee for vendors & consultants: $1295
- ☐ Early-Bird Discount: I am registering for this program before January 18th and would like to claim my 15% discount!

*For team discounts, please call Peter Franken at 312-212-1301*

**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 312 212 1301.

We hope to see you there!

**Who Will Attend This Forum**

Ark Group’s 6th annual **Best Practices & Management Strategies for Law Firm Library, Research & Information Services** is developed for those involved in managing your firm’s knowledge 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 IT Directors, Directors of Marketing, Business Development and Competitive Intelligence.

**Exhibition & Sponsorship Opportunities**

If you are interested in learning about sponsorship opportunities for this event, or others, please contact Kevin Klein for more information at kklein@ark-group.com or by phone at 312 212 1302.

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**Card number**

**Expiration Date**

**Security Code**

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

**Registration conditions**

1. Registrations can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and registering early is therefore recommended, in the event of the registration not being accepted by Ark Group the total amount will be refunded.
2. Payment must be received in full prior to the course.
3. All speakers are correct at the time of printing, but are subject to variation without notice.
4. If the delegate cancels after the registration has been accepted, the delegate will be liable to the following cancellation charges:
   - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
   - For cancellations received between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
   - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
5. All registrations submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
6. All cancellations must be received in writing.
7. Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the program.
8. Please make checks payable to Ark Group USA.

Ark Group USA will not use your email address or information for any purpose other than distributing our conference and event notices.

**PLEASE NOTE:** Ark Group cannot be responsible for assisting potential attendees in obtaining visas to the country in which this event is being held. Attendees are responsible for their own travel and visa
Ark Group’s 7th Annual
Best Practices & Management Strategies for
Law Firm Library, Research & Information Services

THIS FORUM 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 21, 2013 — 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 (most within walking distance to the venue)

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

The Pearl—New York
233 West 49th Street
New York, NY 10019
Tel: 800-801-3457 or 212-245-4000
http://www.pearlhotelynyc.com

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

The Lucerne—New York (upper west side—short cab ride)
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 312-212-1301.

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