



ManagingPARTNER



Ark Group & Managing Partner's

Power of the Purse

The Role of Corporate Procurement in the Buying of Legal Services

June 15, 2012
New York, NY

What is the influence of procurement/sourcing departments on the buying of legal services?

How does a procurement department define “value” and what are procurement professionals looking for when it comes to legal services? Has the involvement of procurement affected the relationship between in-house counsel and law firms? What changes should law firms make in how they approach marketing and business development?

It is well known that the legal profession is facing unparalleled challenges. Competition among law firms is fierce and new entrants into the market are offering deep price discounts on a range of legal services.

As power and influence shifts to clients in the legal market, corporate procurement has been increasingly involved in the purchasing of legal services. Large companies, in particular, rarely mandate firms without requests for proposal (RFPs). Legal services providers are under increasing pressure to showcase improved efficiencies and cost management — and now must learn how to deal with procurement executives experienced in negotiating contracts for their employers.

The rules of the game have changed.

Law firms need to understand how best to market their services to both procurement executives and in-house counsel—while procurement has to understand the peculiarities of the legal services sector as well as learn how to collaborate internally with their in-house legal departments.

Ark Group, in association with Dr. Silvia Hodges, has developed a half-day conference focused on the role of corporate procurement in the purchase of legal services. This unique program will:

- provide timely insights and be useful to law firms, in-house legal departments, corporate procurement, legal process outsourcing, and other stakeholders in the legal services community
- provide benchmarks and metrics to better manage legal services

Sponsors and Media Partners include:



Legal Analytics



Institute for Supply Management™



Featuring key contributions and candid viewpoints from:

Dr. Silvia Hodges, Director of Research Services, **TyMetrix**; Adjunct Professor of Law, **Fordham University School of Law**

Jack Zencheck, Chief Procurement Officer, **Yeshiva University**

Andrew Lauer, GC, **Yeshiva University**

Marty Harlow, Director of Legal Services Procurement, **GlaxoSmithKline**

Robert Harchut, VP & Associate General Counsel, **GlaxoSmithKline**

Courtney B. Sapire, Founder, President and Chief Marketing Officer, **RFx Legal LLC**

Tony Licata, Chief Financial Officer, **Dechert LLP**

Jason Marc Anderman, President & Co-Founder, **WhichDraft.com**

Howard Kravitz, Managing Director, **PricewaterhouseCoopers**

Charles Green, **Trusted Advisor Associates**

And others!

This program is based on research and collaboration with the Institute for Supply Management (www.ism.ws) and the American Purchasing Society (www.american-purchasing.com). Preliminary results were presented at Harvard Law School in December 2011.

Power of the Purse

The Role of Corporate Procurement in the Buying of Legal Services

Program: Friday, June 15, 2012

8:00AM **Registration, Networking & Refreshments**

8:30AM **Introductions Conference Chairperson**

8:35AM **KEYNOTE**

Power of the Purse: Research Report

A growing number of companies bring in procurement or sourcing professionals to help evaluate providers of legal services and negotiate a good deal for their employers. What does this mean for the legal industry? Dr. Silvia Hodges will talk about the findings from a study she conducted with the Institute for Supply Management and the American Purchasing Society.

Dr. Silvia Hodges, Director of Research Services, **TyMetrix**; Adjunct Professor of Law, **Fordham University School of Law**

9:15AM **PANEL DISCUSSION**

Procurement & Legal—Side-By-Side

Hear how two organizations have embraced the involvement of procurement when sourcing legal services. The heads of procurement and legal will share their views: How is the process of buying legal services different when procurement is involved? Is procurement focused only on price and legal on quality? How do they collaborate? What are the respective responsibilities? How are decisions made?

PANEL:

Jack Zencheck, Chief Procurement Officer, **Yeshiva University**, Andrew Lauer, GC, **Yeshiva University**, Marty Harlow, Director of Legal Services Procurement, **GlaxoSmithKline**, Robert Harchut, VP & Associate General Counsel, **GlaxoSmithKline**

10:15AM **Networking Coffee Break**

10:45AM **PANEL DISCUSSION**

What Law Firms Need to do Differently—Now

Procurement sees its job as making the buying of legal services more transparent and aims to help the legal department make the best-informed decision. But what do sourcing professionals value? Is a low - price the only thing they are looking for? Experienced law firm managers and consultants discuss best practices for developing business when both procurement and legal department are involved.

PANEL:

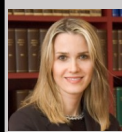
Courtney B. Sapire, Founder, President and Chief Marketing Officer, **RFx Legal LLC**, Tony Licata, Chief Financial Officer, **Dechert LLP**, Jason Marc Anderman, President & Co-Founder, **WhichDraft.com**, Howard Kravitz, Managing Director, **PricewaterhouseCoopers**, Charles Green, **Trusted Advisor Associates**

11:45AM

Closing Remarks / End of Program

ABOUT ARK GROUP

Ark Group (usa.ark-group.com) is a publishing company that (in addition to its core subscription content) produces conferences, master classes and specialized training courses for professionals from a cross-section of industry (primarily focused however on legal and government sectors). Our events are rigorously researched to ensure that we keep our delegates abreast of the latest trends, technologies and techniques in response to the ever-changing requirements of today's managers, markets and clients. Our events portfolio provides a truly holistic approach to delivering experience-based information and expertise on the issues that matter most to forward-thinking organizations.



Dr. Silvia Hodges teaches law firm management and law firm marketing at Fordham Law School in New York in addition to her role as Director of Research Services at TyMetrix Legal Analytics. She manages a group for legal procurement/sourcing managers and researches how clients buy legal services. In the past, Silvia worked as a marketing manager to law firms in Europe. She can be reached at hodges@silviahodges.com.

This program will address important questions affecting the legal industry, including:

- What is the influence of procurement departments on buying legal services?
- What type of legal services do procurement managers buy? What types do they not buy?
- How does the purchasing process differ when procurement is involved vs. when the legal department decides alone?
- What is the perspective of in-house counsel on the involvement of procurement?
- What are the factors procurement managers look for, as compared with in-house counsel?
- How important is price for procurement managers, as compared with in-house counsel?
- How important are alternative fee arrangements (AFAs) for procurement managers, as compared with in-house counsel?
- What are the quality indicators procurement managers look for?
- How do procurement managers define "added value" and what are they looking for when it comes to legal services?
- Has the involvement of procurement affected the relationship between in-house counsel and law firms?
- What changes should law firms make in how they approach marketing and business development?

Power of the Purse: The Role of Corporate Procurement in the Buying of Legal Services

	Attendee 1	Attendee 2	Attendee 3
Name	_____	_____	_____
Job Title	_____	_____	_____
Organization	_____	_____	_____
Address	_____	_____	_____
	_____	_____	_____
Zip Code	_____	_____	_____
Phone	_____	_____	_____
Fax	_____	_____	_____
Email	_____	_____	_____

Signature

I have read the terms and conditions below

- Registration: Law firms \$395
- Registration: In-house counsel and procurement \$195
- I am registering for this event before **April 13th** and would like to claim my 15% early bird discount!

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

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



Card number

Expiration Date

Security Code

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

Registration conditions

- 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.
- 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 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.
 - In the event of a cancellation being 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.
- All registrations submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the program.
- 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.

Venue and Accommodations

This program will take place at PwC's New York office - located at 300 Madison Ave, New York, NY 10017. For information regarding nearby hotels (some 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 Program

Power of the Purse: The Role of Corporate Procurement in the Buying of Legal Services is based on research and collaboration with the Institute for Supply Management (www.ism.ws) and the American Purchasing Society (www.american-purchasing.com) — to provide timely and useful insights and benchmarks for law firm partners, marketers and finance executives, in-house legal departments, corporate procurement, legal process outsourcing, and other stakeholders in the legal services community.

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 312 212 1302.

Power of the Purse

The Role of Corporate Procurement in the Buying of Legal Services

THIS PROGRAM WILL BE HELD AT:

PricewaterhouseCoopers LLP
300 Madison Avenue
New York, New York 10017

At Madison and 42nd street

June 15, 2012— New York, NY



Recommended Hotels

Crowne Plaza Manhattan

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