Has your firm established its rates rationally, if not strategically, such that they can be supported by both the firm’s clients as well as its partners?

Pricing is not just a function of setting rates. It is in fact one of the most strategic endeavors that law firms must grapple with today—as lawyers become more accountable for pricing decisions, forcing them to consider service delivery from a profitability standpoint, regardless of fee structure. This is a new discipline with significant professional development implications as the conversation changes from hours and revenue, to revenue and profit.

Ark Group’s 2nd annual Law Firm Pricing & Profitability conference will provide a unique platform for discussion around the development and optimization of “pricing strategy”—shining a light on what a number of firms are doing to identify and re-engineer the most important drivers of law firm profitability by extending management visibility—painting a more comprehensive picture of what profitability entails and how lawyers actually work and spend their time.

Beyond the “state of pricing” in the profession and establishing a pricing capability itself within the firm, attendees of this forum will also discuss how and why these efforts lead us down a road of foundational restructuring (of practices and firms) – and why pricing is now encompassing greater levels of practice management, as firms strive to meet their client’s needs within a predetermined budget.

The rules have changed. Standard business principles have become a reality for law firms today as clients have become much more proficient in negotiating costs, evaluating performance and defining the scope of engagements.

- How can law firms best align partner behavior to avoid pricing mistakes—utilizing the price driver to the firm’s competitive advantage?
- Can law firms establish or at least reinforce the firm’s broader value proposition through pricing?
- How (and where) does pricing and overall firm strategy intersect?

We hope you will join us this March in New York as we collectively discuss and illustrate the benefit and utility of developing internal standards and processes-reflective of, and based on, the firm’s broader business strategy.
reengineer the most important drivers of law firm profitability by extending matters that will consistently fall within the firm’s profitability parameters. This unfortunately, many firms lack the tools and expertise needed to manage are to effectively match the risk and reward elements of specific case scenarios. Pricing must clearly link to matter (project) management if we work for managing these engagements from a profitability standpoint, regardless of fee structure. Pricing must clearly link to matter (project) management if we work for managing these engagements from a profitability standpoint, regardless of fee structure. Pricing must clearly link to matter (project) management if we work for managing these engagements from a profitability standpoint, regardless of fee structure. Pricing must clearly link to matter (project) management if we work for managing these engagements from a profitability standpoint, regardless of fee structure. 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Law Firm Pricing & Profitability (March-NY)

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**Signature**

I have read the terms and conditions below

- Conference Registration Fee: $995
- Conference + March 20th Workshop (details below)*: $1690
- Admission for Vendors/Solution Providers: $1495

- **EARLY-BIRD DISCOUNT**: I am registering before February 1st and would like to claim my 15% early bird discount! ($845.75)

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

**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.
   - 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.
5. All registrations submitted by e-mail, fax, or over the telephone are subject to those 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.

**Venue and Accommodations**

This meeting will be held 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 AMA) please contact Peter Franken at pfranken@ark-group.com or 312-212-1301

**Who Will Attend This Conference**

Ark Group’s 2nd annual **Law Firm Pricing & Profitability** is designed for thought leaders involved in the pricing of legal services rendered as well as those involved in the development and execution of client service strategy—ideal for, though not limited to: Executive Directors, Practice Group Leaders, Managing Partners, Pricing Directors, Business Analysts, CFO’s, COO’s, CMO’s and CKO’s — and anyone else involved in financial analysis, project/matter management or strategic planning and analysis for law firms.

**Post-Conference Workshop**

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

Tuesday, March 19, 2013 — New York, NY

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.pearlhotelnyc.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-hotel-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/

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.
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.
To 47th-50th St-Rockefeller Center

To 50th St & 8th Avenue

To 50th Street

To 49th Street

To 51st Street