

5TH MANAGING PARTNERS FORUM

-BOUTIQUE & SMALL FIRMS-

POSITIONING YOUR FIRM FOR THE FUTURE OVERVIEW

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POSITIONING YOUR FIRM FOR THE FUTURE **OVERVIEW**

The annual event for legal leaders of small and boutique firms moved north this year up to the beautiful Gold Coast at the quirky QT Hotel - a perfect setting for two days of learning and networking. The conference was an opportunity for delegates to learn new theories, expand their knowledge on legal strategy and technology and network with their peers.

The event was expertly presided by [Bill Fazio](#) from [Fazio Advisory](#) who did an amazing job over the two days of bringing the speakers on time, moderating the panel discussion and making sure the event ran smoothly.

The diverse range of speakers covered topics as varied as leadership skills, marketing, the importance of voice and the value of tuning inwards to be switched on. [Simon Tupman](#) started the day off with a brilliant overview of the changing legal landscape, covering the disruptors as well as possible solutions for a brighter future. Another of the speakers that touched on topics relevant for firm leaders was [Damian Paul](#) from [Macpherson Kelley](#) spoke about what it is that adds value to a boutique firm and what they look for when buying small firms. It is always reassuring to know the available options for boutique firms.

[Graham Le Roux](#) also explored the options of succession planning for partners and how important it is for the long term stability of a firm.



Technology and law firms' future productivity should always be high on the agenda and a few of the talks at the event covered a number of possibilities.

Starting with [Cameron Payne of FTI Consulting](#) whose brilliant analogous presentation of a Christmas Carol represented the ghost of technology past, present and future.

It was surprising to think how recent the charge of Apple has been on the face of computers and how all the room still remembered the humble typewriter. [Michael Vassilieff from Thomson Reuters](#) talked on automation innovation and how it can facilitate firms' workflow and [Anthony Bleasdale from BigHand](#) demonstrated the importance of keeping a lean law firm and how this could be achieved through proper use of technology. Each talk was skilfully delivered and underlining the relevance of technology in law firms present and future.



Clients are the number one focus of law firms and getting the marketing mix right is important – [Steven Lewis and Jessamy Field](#) ran an excellent afternoon session on how to do just that, keeping it client centric and within budget.

[Ashton Bishop's](#) high paced presentation on winning clients was timely and relevant. The importance of creating a client focussed strategy for your firm's objectives was central to his brilliant talk.

All these topics were also covered by the panel discussion on new ways with new law. [Nicole Billett](#) , [Jacqueline Keddie](#) and [Patrick Ellwood](#) spoke about how they do things differently in what is coined 'newlaw' at times just doing the exact opposite of standard firms was strategy alone. It was an eye opening session on how less boundaries and setting your own rules as you go can be liberating.

As Chilli IQ always like to mix it up a little and add speakers that could be considered a little left field but equally important and thought provoking , this year we have Dr Richard Chambers a mindfulness consultant. He guided everyone through the importance of switching off not only your mobile phone but also your mind, to allow you to work more productively. It was a blissful hour and everyone in the room felt the benefits of a little quiet time.

Lucy Cornell's session brought the focus back to the voice, how it can win you deals and influence people as well.

Her animated style had everyone in the room workshoping ways of using your voice for influence.

Thank you again to all the speakers and sponsors for their investment in making the event a wonderful success and to the delegates who attended.

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KATHY KATRIVESIS
OPERATIONS DIRECTOR

Any event is only as good as its speakers and we at Chilli IQ are incredibly lucky to have had leading experts from across Australia to share their knowledge with this unique group of delegates - we would like to personally thank them again. Thank you also to the sponsors, who make it all possible and to you the delegate, for attending and we hope that you found the event both informative and enjoyable.

JENNY, KATHY & GEORGE - CHILLI IQ

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In order for us to continue to produce current and relevant conference programmes we would appreciate your feedback on the event. <http://chilliiq.poll daddy.com/s/5smpf-evaluation>