







UP TO 6 CPD/CLE HOURS AVAILABLE*

Law Firm Management in Troubled Times

18-19 November 2012

Real InterContinental & Club Tower Hotel, San Jose, Costa Rica

A conference presented by the IBA Law Firm Management Committee of the IBA Public and Professional Interest Division, supported by the IBA Latin American Regional Forum

Sessions include:

- Marketing in uncertain times
- How to measure your practice now
- · Career management and how to grow
- · Knowledge management in law firms
- Muti-jurisdictional firms

Who should attend?

Managing partners and lawyers in management, strategic advisers on governance and development, private practitioners, heads of the functionary departments of the law firms, public relations and marketing.

Headline sponsor



Law School Admission Council



Programme

Conference Co-Chairs

John Aguilar Quesada Aguilar Castillo Love, San Jose Pedro Oller Oller Abogados, San Jose

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Ronaldo Veirano Veirano Advogados, Rio de Janeiro, Co-

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Local Host Committee Organiser

David Gutierrez BLP Abogados; Secretary, IBA Latin American Regional Forum

Local Host Committee

Aguilar Castillo Love

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Batalla Abogados

BLP Abogados

Consortium Lacle & Gutierrez

FH Legal

Gomez & Galindo

Lexincorp

Nassar Abogados

Oller Abogados

Pacheco Coto

Pacheco Odio & Alfaro

Quiros Abogados Central Law

Sfera Legal

Zurcher Odio & Raven

Sunday 18 November

1900 – 2100 Welcome reception provided by the Local Host Committee

Real InterContinental & Club Tower Hotel

Monday 19 November

0800 – 1800 **Registration**

Real InterContinental & Club Tower Hotel

0900 – 0910 **Welcome remarks** John Aguilar Quesada Pedro Oller

0910 – 0930 **Mentoring showcase** *Speaker*

Rebecca Normand-Hochman *Director, Talent Management Consulting, Paris*

The speaker will introduce the new Law Firm Management Committee mentoring initiative by describing the background and the aim of the programme. She will explain how it works and what participants can gain from joining the programme.

0930 – 1100 Marketing in uncertain times

Economic and political uncertainty poses significant challenges to the strategic management of a law firm; on the bright side, the same uncertainty can also bring about major opportunities. How can law firms improve their position in the market, in order to minimise risk while optimising their ability to exploit opportunities? This session will explore:

- The role that marketing, business development and client management need to play in such environments;
- The key strategic adjustments that law firms need to be ready to make; and
- Some of the practical approaches and tactics that successful law firms have used to thrive under very challenging conditions.

Session Chair

Fernando Moreno Principal, Walker Clark, Guatemala City

Speakers

Daniel Del Rio

Terencio Garcia-Montenegro *Garcia & Bodan, Managua* **Annie Luna** *Marketing consultant, Pellerano & Herrera Abogados, Santo Domingo*

Francisco Urrutia Posse Herrera & Ruiz Abogados, Bogota

1100 - 1115 Coffee break

1115 – 1245 How to measure your practice now

By correctly measuring and examining a series of performance indicators, a law firm can track trends and identify aspects of the operation that need to be improved. The panel will analyse the different financial and non-financial indicators that should be monitored (ie, profit per partner, revenue per lawyer, billable hours, billing realisation and turnover rate) and what type of reports should be produced compiling such information in a practical way. We will also look into how much emphasis should be placed in aspects such as margins, productivity and leverage, and try to understand how to transform the information produced into an important 'tool' for aligning conducts and enhancing the firm's revenue and profitability.

Session Chair

Eduardo Sanguinetti

Speakers

Estif Aparicio

Horacio E Beccar Varela Estudio Beccar Varela, Buenos Aires Luis M Castro BLP Abogados, San Jose Humberto A Pacheco Pacheco Coto, San Jose

1245 - 1415 Lunch

1415 – 1515 Career management and how to grow

Career management is something North American and European lawyers take for granted. Not so in Central and South America where the concept gets attention primarily by the big players in the region. The panel which is aimed at the medium and smaller size firms will address career management in a systematic and consistent way by experienced lawyers and a consultant involved in implanting the concept in their own organisations or assisting others in implementing their own career management programmes. Speakers will talk, among other things, about career track, compensation, evaluation, talent retention, client promotion and client satisfaction and how those things affect a firm's growth strategy. This interactive session will provide some practical tips to use in your law firm.

Session Chair Ronaldo Veirano

Speakers

Eduardo Ferrer Morgan & Morgan, Panama City Amado S Harding Dilectus & Asociados Legal Consulting, San Jose

Hermann J Knott Luther Rechtsanwaltsgesellschaft mbH, Cologne; Secretary, IBA Law Firm Management Committee Sergio Michelsen Brigard & Urrutia, Bogota

1515 – 1530 **Coffee break**

Luncheon sponsor



1530 – 1630 Knowledge management in law firms

Knowledge management in the smaller and medium size law firm: profitability tool or expensive fad?

What is 'knowledge management'? Is it a software, a culture, or both? What does 'knowledge management' mean for small and midsize law firms? Can knowledge management really make a difference for a smaller and midsize law firm's financial performance? Or is it merely a management techno-fad, consuming significant amounts of time, energy, and resources, but producing very little value?

This panel will discuss experiences with knowledge management, success and disappointments. Panellists will share practical strategies to ensure that a smaller or midsize firm's investment in knowledge management produces worthwhile dividends in terms of client and lawyer satisfaction, quality work and firm profitability.

Session Chair

Maximo Bomchil

Speakers

Norman Clark Stephen Denyer Nicolas Herrera Guyer & Regules, Montevideo

1630 - 1645 Coffee break

1645 – 1745 Multi-jurisdictional firms

Some of the region's law firms have decided to operate in multiple jurisdictions. Global integration continues and cross-border work is increasing. So, what is the story behind multi-jurisdictional firms? The speakers will talk about their experiences and challenges.

Session Chair

John Aguilar Quesada

Speakers

Jose Antonio Muñoz Arias & Muñoz, San Jose

Juan Carlos Luna Lawgistic, Houston

Andres Cerisola

Elisabeth Eljuri

Rolando Lacle Zuñiga Consortium Centro America Abogados, San Jose

Daniel Perez Umaña BAC – Credomatic, San Jose Garth St E W Patterson LEX Caribbean, Bridgetown

1745 – 1800 **Closing remarks**

1900 – 2100 Closing reception provided by the Local Host Committee

withdraw any invitation to attend. In any case, neither the organisers nor any of their officers, employees, agents, members or representatives shall be liable for any loss, liability, damage or expense suffered or incurred by

Exhibitors





Media supporter



Information

Date

18-19 November 2012

Venue

Real InterContinental & Club Tower Hotel Autopista Prospero Fernandez San Jose, Costa Rica

Tel: +50 (6) 2208 2100 Fax: +50 (6) 2208 2101

www.ichotelsgroup.com/intercontinental/en/gb/locations/ overview/costarica-sanjose

Language

All conference working sessions and conference materials will be in English.

How to register

Register online at **www.ibanet.org/conferences/conf449.aspx** and make payment by credit card to avail ten per cent online registration discount or complete the attached registration form and return it to Suzana Su at **suzana.su@int-bar.org**.

Fees

Online registrations received:

	on or before 11 October	from 12 October to 14 November
IBA member	£ 335	£ 430
Non-member*	£ 430	£ 525
Young lawyers (under 30 years)	£ 235	£ 525
Academics/judges (full time)	£ 235	£ 525
Senior lawyers**	£ 235	£ 525
Corporate counsel	£ 305	£ 525
Guest fee	£ 70	£ 70

Hard copy registration forms and fees received:

	on or before 11 October	from 12 October to 14 November
IBA member	£ 370	f 480
Non-member*	£ 480	£ 585
Young lawyers (under 30 years)	£ 260	£ 585
Academics/judges (full time)	£ 260	£ 585
Senior lawyers**	£ 260	£ 585
Corporate counsel	£ 335	£ 585
Guest fee	£ 70	£ 70

- *By paying the non-member fee, we welcome you as a delegate member of the IBA for the year in which this conference is held, which entitles you to the following benefits:
- (1) Password access to certain parts of the IBA website.
- (2) Receipt of IBA E-news and access online versions of IBA Global Insight.
- (3) Pay the member rate for any subsequent IBA conference registrations for this calendar year.
- (4) Take advantage of IBA Special Offers.
- **Criteria: 65 years or over, and a member of the IBA for 20 years or more, and no longer engaged in private practice.

Full payment must be received in order to process your registration.

Fees include:

- Attendance at all working sessions on 19 November
- Conference materials, including any available speaker's papers submitted to the IBA before 26 October
- Access to the above conference working materials from the IBA website (www.int-bar.org) approximately seven days prior to the conference
- Lunch on 19 November
- Coffee during breaks
- Invitation to Welcome reception on 18 November
- Invitation to Closing reception on 19 November

Guest fee includes:

- Invitation to Welcome reception on 18 November
- Invitation to Closing reception on 19 November

Guests are not entitled to attend the working sessions. No member of the legal profession may be registered as a guest. Only registered guests (ie, those paying the guest fee) are eligible to participate in the social programme.

Please note that registrations are not transferable.

List of participants

In order for your name to appear in the list of participants, which will be made available seven days prior to the conference, your registration form must be received by **8 November** at the latest. An updated list of participants will be sent to all registered delegates some days after the conference.

Conference papers

A link to the IBA website will be provided seven days prior to the conference to access all available speakers' papers received at the IBA office by **26 October**. Any available papers will be posted on the IBA website **www.ibanet.org** seven days prior to the conference. Papers received during and after the conference will also be posted on the website.

Audience participation

It is intended that many of the sessions will be interactive and delegates will be encouraged to ask questions from the floor during each topic.

Registration confirmation

All documentation regarding your attendance at the conference can now be obtained from the IBA website. Upon receipt of your payment for the conference a confirmation e-mail will be sent containing instructions on how to download the documents. Registration confirmation will not be distributed by post.

Social programme

Sunday 18 November

1900 – 2100 Welcome reception provided by the Local Host Committee

Real InterContinental & Club Tower Hotel

Monday 19 November

1900 – 2100 Closing reception provided by the Local Host Committee

Please indicate your attendance on the conference registration form.

Payment of registration fees

Pounds sterling: by bank transfer to the IBA until 11 October 2012 at HSBC, account number 00375-81, branch 0223 (Avenida Paulista), SWIFT code BCBBBRPR, address Avenida Paulista, 949-A, São Paulo, SP 01311-917, Brasil, IBA CNPJ 07.562.031/0001-85.

Use an exchange rate of £ 1/R\$3,5

Please pay all bank charges so that the IBA receives the full invoiced amount.

Please ensure that a copy of the bank transfer details is attached to your registration form.

PLEASE ENSURE THAT YOUR NAME AND 'CONF449LFM' APPEAR ON ANY TRANSFER OR DRAFT.

Cancellation of registration

If cancellation is received in writing at the IBA office by **11 October**, fees will be refunded less a 25 per cent administration charge. We regret that no refunds can be made after this date.

Provided you have cancelled your registration to attend an IBA conference in accordance with the terms of the 'cancellation of registration' clause included in the 'Information' section of the relevant conference programme, you must then confirm to us in writing at the IBA office as soon as possible but in no event later than one year (12 calendar months) from the date of any such conference all necessary details to enable any reimbursement owed to you to be paid. We regret that no refunds will be made after the date that is one year (12 calendar months) after the date of the relevant conference.

Dress code

The dress code for working sessions and social functions is business attire.

Weather

The climate in San Jose in mid-November is hot with temperatures averaging 21-27°C (70-81°F). Showers may occur at this time of year.

Travel arrangements and visas

Participants are responsible for making their own travel arrangements. It is recommended that you check your visa requirements with your local embassy or consulate. We are unable to dispatch visa invitation letters to support your visa application prior to receipt of your registration form and full payment of registration fees.

Please apply for your visa in good time.

Airport

Juan Santamaria International Airport (SJO) - located 15 km (9.32 miles) southwest to the Real InterContinental & Club Tower Hotel.

Tax

The best form of transport available from the airport to the hotel is taxi. The journey costs around US\$30 plus tip. It takes approximately 20 minutes.

Promotional literature

Please note that no individual or organisation may display or distribute publicity material or other printed matter during the conference, unless by prior arrangement with the IBA. Organisations and companies wishing to discuss promotional opportunities should contact the Sponsorship Department at sao.paulo@int-bar.org.

Hotel accommodation

A limited number of rooms have been reserved at the Real InterContinental & Club Tower Hotel for the nights of 18, 19 and 20 November.

Real InterContinental & Club Tower Hotel Autopista Prospero Fernandez San Jose, Costa Rica

Tel.: +50 (6) 2208 2100 Fax: +50 (6) 2208 2101

www.ichotelsgroup.com/intercontinental/en/gb/locations/overview/costarica-sanjose

The following rate is per room, per night and inclusive of breakfast. Service charges and local taxes are not included.

Deluxe – Single room: US\$ 169 Deluxe – Double room: US\$ 184

Cancellation and no-show policy

Any cancellation made within 48 hours before arrival will incur a cancellation fee of one night charge. This will also apply to no-shows.

Please note that any reservation made after 31 August 2012 will be subject to availability and cannot be guaranteed at the special IBA rate.

As a limited number of rooms have been blocked at the hotel, availability cannot be guaranteed once the room block is full.

Please complete the attached accommodation form and send it direct to the hotel to make your reservation. The hotel requires a credit card number to secure your reservation.

Delegates are responsible for making accommodation reservations and entering into an agreement with the hotel regarding credit card guarantees, cancellation terms and conditions, and room rates (should these differ from the special IBA rate). The IBA cannot accept responsibility for hotel accommodation disputes between a delegate and the hotel.

Disabled access

The Real InterContinental & Club Tower Hotel is wheelchair accessible. Please notify us if you require special assistance.

Continuing Professional Development /Continuing Legal Education

For delegates from countries where CPD/CLE is mandatory, the International Bar Association will be pleased to provide a Conference Certificate of Attendance which, subject to the exact CPD/CLE requirements, may be used to obtain the equivalent accreditation in your jurisdiction.

This conference has been accredited for CPD/CLE by the Solicitors Regulation Authority of England and Wales. Delegates should ask staff at the registration desk for information as to how to obtain the hours.

Dates to remember

- 31 August 2012 is the deadline for the Real InterContinental & Club Tower Hotel to receive accommodation bookings at the IBA discounted rate.
- 11 October 2012 is the date by which your registration form and payment must be received at the IBA office if you are taking advantage of the early registration fee and is the date by which any cancellation must be received at the IBA office in order for fees to be refunded, less a 25 percent administration charge. No refunds can be made after this date.
- 8 November 2012 is the date by which your registration form and payment must be received at the IBA office in order for your name and company to be included in the list of participants, which will be made available seven days prior to the conference. After this date no registration forms can be accepted at the IBA office and registration must take place at the conference.

Registration form



Law Firm Management in Troubled Times

18-19 November 2012, Real InterContinental & Club Tower Hotel, San Jose, Costa Rica

Please read the 'Information' section before completing this form and return it together with your payment to Suzana Su at the address overleaf.

Personal details (Please attach your busine	ss card or write in block capitals)		
Title Given name	Family name		
Name and country to be shown on badge (i	f different from above)		
IBA membership number (if applicable)		Date of birth	
Firm/company/organisation			
Address			
Tel	Fax		
E-mail			
Guest name	ions. No member of the legal profession may be registered as a gue	est.	
Special dietary requirements			
REGISTER ONLINE AT WWW.IBANET.ORG/CONFERENCES/CONF449.ASPX AND MAKE PAYMENT BY CREDIT CARD TO AVAIL TEN PER CENT ONLINE REGISTRATION DISCOUNT			
Registration form and fees received:	on or before 11 October	from 12 October to 14 November	
IBA member	£ 370	f 480	
Non-member*	f 480	f 585	
Young lawyers (under 30 years)	f 260	£ 585	
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Senior lawyers**	f 260	f 585	
Corporate counsel	£ 335	£ 585	
Guest fee	£ 70	£ 70	
Guests are not entitled to attend the working s	ressions. No member of the legal profession may be registered	as a guest.	
Social functions			
Welcome reception on 18 November Closing reception on 19 November	Number of tickets (maximum of 2 - for registere Number of tickets (maximum of 2 - for registere		

*JOIN THE IBA TODAY AND REGISTER FOR THIS CONFERENCE AT THE IBA MEMBER RATE.

PLEASE FIND THE IBA MEMBERSHIP APPLICATION FORM AT WWW.IBANET.ORG

**CRITERIA: 65 YEARS OR OVER, AND A MEMBER OF THE IBA FOR 20 YEARS OR MORE, AND NO LONGER ENGAGED IN PRIVATE PRACTICE.

TOTAL AMOUNT PAYABLE

£

Payment details				
I have transferred to the	e IBA bank account the total am	ount payable and have attached	a copy of the bank transfe	er details.
	at HSBC, account number 0037! -917, Brasil, IBA CNPJ 07.562.03	5-81, branch 0223 (Avenida Pauli 1/0001-85)	ista), SWIFT code BCBBBRI	PR, address Avenida Paulista,
Use an exchange rate of £ 1/	/R\$3,5			
Please pay all bank charges s	o that the IBA receives the full in	nvoiced amount.		
BANK TRANSFERS ARE ON	ILY ACCEPTABLE UNTIL 11 NO	VEMBER 2012		
Please charge the total am	nount due to my:			
Visa	MasterCard	American Express		
Card number		Start	date Ex	piry date
Name of cardholder				
Name of cardifolder				
Signature		Date_		
Where did you first hear a	bout this conference?			
IBA CONFERENCE	OTHER CONFERENCE	DIRECT MAIL	INTERNET	ADVERTISEMENT
E-MAIL	EDITORIAL	RECOMMENDATION	OTHER	
Please provide further details	, quoting code (if applicable)			
·				
data privacy laws. If you are agreeable to passing If you do <u>not</u> wish to receive If	evant third parties for marketing purp on your details, please tick this box 3A information and materials, please cluded in the list of participants.	ooses. The IBA will treat your persona	l information with the utmost	respect and in accordance with UK
	Pleas	se send the completed forr	m to:	
	Inte	rnational Bar Associa	tion	
		Suzana Su		
		14° Andar, São Paulo, SP		
) 3046 3320 Fax: +55 (11)		
	e-maii: Suz	ana.su@int-bar.org www	nibariet.org	
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Accommodation form



Law Firm Management in Troubled Times

18–19 November 2012, Real InterContinental & Club Tower Hotel, San Jose, Costa Rica

Please refer to the 'Hotel accommodation' section before completing this form

Personal details (Please	e attach your business card or write in block capitals)
Title Giv	ren name Family name
Firm/company/organisati	on
A delegan	
Address	
Tel	Fax
	REAL INTERCONTINENTAL & CLUB TOWER HOTEL
	Deluxe – Single room: US\$169
	Deluxe – Double room: US\$184
	S PER ROOM, PER NIGHT AND INCLUSIVE OF BREAKFAST. SERVICE CHARGES AND LOCAL TAXES ARE NOT INCLUDED. ATION MADE WITHIN 48 HOURS BEFORE ARRIVAL WILL INCUR A CANCELLATION FEE OF ONE NIGHT CHARGE.
Please reserve:	
Deluxe Single	Deluxe Double
Arrival date	Departure date
IFY	OU NEED AN EARLY OR LATE CHECK IN OR CHECK OUT, PLEASE CONTACT THE HOTEL IN ADVANCE. A CREDIT CARD NUMBER IS REQUIRED TO SECURE YOUR RESERVATION.
Payment details	
Please charge my:	Visa MasterCard American Express
Card number	Start date Expiry date
Name of cardholder	
Signature	Date

Please send the completed form to:

Real InterContinental & Club Tower Hotel

(to Katherine Cruz)

Autopista Prospero Fernandez San Jose, Costa Rica Tel: +50 (6) 2208 2122

Fax: +50 (6) 2208 2208 E-mail: katherine.cruz@r-hr.com

Introducing



An Employment-Screening Tool For International Law Firms

By the Law School Admission Council

For 65 years, the Law School Admission Council (LSAC) has produced and administered the Law School Admission Test (LSAT®) to an average of 150,000 test takers each year at 650 test centers worldwide. LSAC has also created the LSAT—India™ especially for admission to law schools throughout India.

Measure Essential Skills

LSAC has adapted the LSAT for use as an employment-screening tool for international law firms that conduct business in English. The Assessment of Critical Reasoning for Lawyers provides a unique measure of skills that are essential for lawyers in all fields. Look for LSAC testing specialists at the IBA law firm management conference to learn how this assessment can add a new level of confidence to your firm's hiring practices.

Learn More

To learn more about the Law School Admission Council, go to LSAC.org. To learn more about the Assessment of Critical Reasoning for Lawyers, contact Dan Bernstine, President, LSAC, +1.215.968.1160 or dbernstine@LSAC.org.

Or, please visit our exhibit at the conference.





International Bar Association

the global voice of the legal profession

The **International Bar Association** (IBA), established in 1947, is the world's leading organisation of international legal practitioners, bar associations and law societies. The IBA influences the development of international law reform and shapes the future of the legal profession throughout the world. It has a membership of more than 40,000 individual lawyers and more than 200 bar associations and law societies spanning all continents. It has considerable expertise in providing assistance to the global legal community.

Grouped into two divisions – the **Legal Practice Division** and the **Public and Professional Interest Division** – the IBA covers all practice areas and professional interests, providing members with access to leading experts and up-to-date information. Through the various committees of the divisions, the IBA enables an interchange of information and views among its members as to laws, practices and professional responsibilities relating to the practice of business law around the globe. Additionally, the IBA's high-quality publications and world-class conferences provide unrivalled professional development and network-building opportunities for international legal practitioners and professional associates.

The **IBA's Bar Issues Commission** provides an invaluable forum for IBA member organisations to discuss all matters relating to law at an international level.

The **IBA's Human Rights Institute** (IBAHRI) works across the Association, to promote, protect and enforce human rights under a just rule of law, and to preserve the independence of the judiciary and the legal profession worldwide.

Other institutions established by the IBA include the **Southern Africa Litigation Centre** and the **International Legal Assistance Consortium**.

Law Firm Management Committee overview

In the highly competitive and demanding environment where ever increasing pressures are being felt in the practice of law, every lawyer - whether a partner or not, whether performing a specific management responsibility or not - must be prepared to meet these challenges. The Law Firm Management Committee provides lawyers with the practical tools that they need in order to enhance their practice, their business development skills and their management capabilities.

IBA Latin American Regional Forum overview

The Latin American Regional Forum covers all countries in Latin America as well as Mexico, Puerto Rico and Spanish-speaking areas of the Caribbean. The forum provides a focus for all activities in the region. It organises sessions at IBA conferences and in particular has been instrumental in ensuring that a Latin American perspective is addressed during relevant special sessions. The forum is closely affiliated with the North American Regional Forum as the regions are geographically proximate and share many issues.

Contact information

International Bar Association

Rua Helena, 170, 14° andar, São Paulo, SP 04552-050, Brasil Tel: +55 (11) 3046 3321

Fax: +55 (11) 3046 3324 E-mail: sao.paulo@int-bar.org

www.ibanet.org

International Bar Association

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