ARK GROUP
Wilmington Legal

Business Intelligence and Analytics in the Legal Profession

How analytics are being used to accelerate productivity across key firm dimensions—
driving the development of standards, metrics and processes reflective of the firm's broader business strategy

April 26, 2018 ~ SUNY Global Center ~ State University of New York ~ New York, NY

Today we have data for just about every action and decision made by law firms, law departments, courts, and judges. Of course law firms gather and tag data for a multitude of reasons, and are awash in information about the work they do and the clients and markets they serve.

Internally, we should be able to use this data for pricing, RFPs, hiring and staffing. And we absolutely should be able to use this data to make better-informed decisions for our clients around risk and legal spend.

So what have law firms gained by putting BI tools to work?

Ark Group's 7th annual **Business Intelligence & Analytics in the Legal Profession** conference will once again provide an ideal platform for discussion, benchmarking and networking—as we aim to address the increasing prevalence (and significance) of data analytics and visualization tools within law firms — and how these tools are being used to accelerate productivity across key firm dimensions.

Attendees of this year's conference will have an opportunity to learn from (and ask questions of) their peers concerning real-world applications of BI tools in a law firm setting—with a focus ranging from *how to use the data you already have*, to asking the right questions, developing models, and obtaining insights to add value to the firm.

Through case study illustration, attendees will also discuss machine learning and how it can be practically applied to challenges inherent to legal practice management to derive substantial and meaningful insights from your data.

How are law firms responding to an evolving business landscape in which they must reconsider how they compete—as well as who they are actually competing with? The challenge and opportunity in front of us today is to understand how to apply these tools in the context of what our work and clients demand.

We hope you will join us, along with your industry peers this April in New York, as we collectively explore the unique challenges of collecting and analyzing legal data, as well as examine how these techniques, (when guided by the input of business stakeholders) can reveal insights that are very difficult to discover using more traditional methods.

With Support and Contributions From:

IRIDIUM TECHNOLOGY

Bloomberg Law   Aderant
BETTER TOGETHER

prosperoware   BIGSQUARE

Featuring Key Contributions From:

Zev J. Eigen, Co-Founder, Chief Science Officer, **Syndio**

Meredith Williams, Chief Knowledge Management Officer, **Baker, Donelson, Bearman, Caldwell & Berkowitz, PC**

Shawn Hainsworth, Senior Architect/Developer & Programmer, **Cooley LLP**

Kristin Wood, Manager of Pricing and Practice Analysis, **Arnold & Porter Kaye Scholer LLP**

David Cybulski, Director of Business Intelligence, **Blank Rome LLP**

Scott Bailey, Global Research Services Director, **Squire Patton Boggs**

Aileen Leventon, Principal, **Edge International**

Gill Eapen, Managing Director, **Stout Advisory**

Ronda Muir, Esq., Principal and Founder of **Law People Management, LLC**

Tom Jones, CEO & Founder, **Iridium Technology LLC**

Keith Lipman, CEO, **Prosperoware**

Darby Green, Esq., Commercial Product Director, **Bloomberg Law Litigation Solutions**

And many others!

Business Intelligence and Analytics in the Legal Profession

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CONFERENCE AGENDA

8:30AM **Sign-In & Networking Breakfast**

9:00AM **Opening Remarks: Conference Chairperson**
Tom Jones, CEO & Founder, **Iridium Technology LLC**

9:15AM KEYNOTE
Data Science 101 (for Lawyers): How to Leverage Data and Data Science to Improve your Firm's Performance and Bottom Line

Zev J. Eigen, Co-Founder, Chief Science Officer, **Syndio**

10:00AM TED-Style Talk
Taking Business Intelligence Beyond Financial Reporting: Combining Private and Public Data Sets to Make Informed Decisions about Your Business
Firms compete today on their experience. Clients are looking for firms to predict outcomes. Those outcomes can range from pricing to settlement value. Today, lawyers typically rely on their personal experience, but the opportunity is to leverage the firm's collective knowledge. This discussion will consider means to moving from the expertise of the responsible lawyer – to the knowledge of "the crowd." This can be further empowered through the combination of public data with the firm's internal data.

Keith Lipman, CEO, **Prosperoware**

10:30AM **Morning Networking & Coffee Break**

11:00AM CASE STUDY
"Moneyball" Lawyering ...
Law firms claim to be the "*BEST*" in every specialty. Why don't we prove it? Today, we have data for every action and decision made by firms, law departments, courts, judges, etc. We should be able to use this data to make better decisions for our clients around risk and legal spend. Internally, we should be able to use this data for pricing, RFPs, hiring and staffing. In this session, attendees will have an opportunity to learn (and ask questions) how this can actually be applied and work in a law firm setting.

Meredith Williams, Chief Knowledge Management Officer,
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

11:30AM CASE STUDY
BI Comes of Age
For many years Business Intelligence in the Legal Profession has been a curious novelty, but that is no longer the case. BI has found its way into all of the mainstream standard operations and pervades all aspects of the business process — from client development through partner compensation. This case study will share the (ongoing) process of implementing a Business Intelligence solution at Blank Rome … what has worked, what didn't work, and what remains a challenge.

David Cybulski, Director of Business Intelligence, **Blank Rome LLP**

12:00PM **Networking Luncheon**

1:00PM CASE STUDY
Better Practice Management through Machine Learning
What exactly is machine learning, and how can it be applied to the problems of legal practice management? Move past the hype and see how machine learning can be used practically to derive substantial and meaningful insights from your data. We will look at specific examples of clustering, regression, and prediction using legal data. In addition, we will explore the unique challenges of collecting and analyzing legal data. Finally, we will examine how these techniques, when guided by the input of business stakeholders can reveal insights that are very difficult to discover using more traditional methods. No statistics or mathematical knowledge is required.

Shawn Hainsworth, Senior Architect, Analyst, **Cooley LLP**

1:30PM PANEL DISCUSSION
Differentiate Yourself With Data:
Using Analytics for Business Development
In today's legal landscape, business development and marketing have become more of a science than an art—largely due to the availability and abundance of data. Litigation analytics tools allow users to benchmark themselves against their peers, receive alerts about potential new business, and assess litigation activity by practice area, volume of cases, and significant clients and industries at large. This session will explore how legal professionals can harness big data to better identify both opportunities and competitive risks.

Panelists: TBA
Moderated by: Darby Green, Esq., Commercial Product Director, **Bloomberg Law Litigation Solutions**

2:15PM **Afternoon Networking & Coffee Break**

2:45PM CASE STUDY
Time Saved & Value Added:
How Business Intelligence Engaged the Attorneys
The newly-merged Arnold & Porter Kaye Scholer needed to improve their delivery of information (KPI's) to attorneys. This illuminating case study will provide attendees with a detailed view into what the firm gained by putting BI tools to work. Kristin Wood (Manager of Pricing and Practice Analysis) will share how a true self-service BI product shifted partner engagement and allowed the finance and pricing teams to spend their time offering value-added financial assistance.

Kristin Wood, Manager of Pricing and Practice Analysis, **Arnold & Porter Kaye Scholer LLP**

3:15PM CASE STUDY
Mining Research for Profitable Insights
Large law firm research departments and libraries receive tens of thousands of research requests via email every year. Research directors can use technologies such as natural language processing (NLP), machine learning (ML), process mining, and information visualization to find meaningful patterns in the onslaught of research requests. These requests and their resolutions contain valuable data that not only helps optimize the research department's internal processes and accelerates the productivity of librarians and research analysts, but they also help Research Services Directors provide strategic guidance to law firm management and practice groups that helps them grow the firm's business.

Scott Bailey, Global Research Services Director, **Squire Patton Boggs**

3:45PM PANEL DISCUSSION & EXERCISE
From Codes to Predictive Legal Economics
This lively discussion will illustrate how to use the data you have, ask the right questions, develop models, and obtain insights to add value to the firm. Using case study illustrations, attendees will learn how other industries are using analytic tools—from best practices in the use of codes to machine learning methodologies—and insights from Behavioral Economics and Emotional Intelligence to help improve decision-making and drive strategy. We will also discuss and practice approaches for attendees to use to hone your collaboration and decision-making skills when dealing with the array of professionals in your firms that involve different types of (sometimes competitive) expertise—including lawyers, marketers and pricing professionals.

Aileen Leventon, Principal, **Edge International,**
Gill Eapen, Managing Director, **Stout Advisory,**
Ronda Muir, Esq., Principal and Founder of **Law People Management, LLC**

4:30PM
Closing Remarks / End of Conference
Tom Jones, CEO & Founder, **Iridium Technology LLC**

REGISTRATION OPTIONS

☎ **Call us at:**
+1 312 212 1301

@ **Or Email:**
DanielSmallwood
@ark-group.com

🖥 **Register online at:**
Ark-group.com

📧 **ARK Group US**
c/o Wilmington FRA
**3420 Toringdon Way,
Suite 240
Charlotte, NC 28277**

REGISTRATION FORM
Business Intelligence & Analytics in the Legal Profession

	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 for law firms $995
☐ Registration for corporate/in-house $595
☐ Registration for vendors/solution providers $1,495

☐ **EARLY-BIRD DISCOUNT**: I am registering before **March 9th** and would like to claim my 15% early bird discount! **($845.75)**

For __Team Discounts__ please call Daniel Smallwood at 312 212 1301

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

☐ VISA   ☐ AMERICAN EXPRESS   ☐ MasterCard

Card number

Expiration Date

Security Code

☐ Payment in the mail (checks made payable to Ark Group USA)

☐ **Multiple bookings: please invoice separately**

Registration Conditions:
- Substitute registrants from the same organization will be honored.
- All cancellation and refund requests must be submitted in writing via fax (704-341-2641) or e-mail (confirm@frallc.com)
- If we receive your request to cancel 30 days or more prior to the conference start date, your registration fees will be refunded minus a $350 administrative fee.
- If we receive your request to cancel between 29 days and the first day of the conference you will receive a credit for the amount of the original registration fee, less a $350 administrative fee.
- Credit vouchers are valid for 12 months from the date of issue and can be used either by the person named on the voucher or a colleague from the same company. Vouchers issued can only be redeemed once and have no residual value.
- No refunds or credits will be granted for cancellations received after a conference begins or for no-shows.

Venue and Accommodations

This conference will be held at **The SUNY Global Center** located at 116 East 55th Street (Btw. Park and Lexington Ave) in the SUNY Global Classroom—a state-of-the-art facility with tiered, in-the-round seating. For more details please contact Daniel Smallwood at danielsmallwood@ark-group.com or by phone at 312-212-1301

Who Will Attend This Conference

Business Intelligence & Analytics in the Legal Profession is designed for anyone tasked with navigating the economic, operational or strategic implications of data-driven business intelligence in both law firms and corporate legal departments—ideal for (but not limited to) CFOs, CIOs, COOs, and heads of strategic intelligence functions within firms, as well as managing partners, technology partners, heads of knowledge management, pricing, project management, practice support, operations, process improvement--as well as marketing and business development.

Exhibition & Sponsorship Opportunities

If you are interested in sponsorship opportunities for this (or any) Ark Group event, please contact Kevin Klein for more details at 312-212-1302, or via email at kklein@ark-group.com

Ark Group *does* have a financial aid policy to provide CLE programs for certain qualifying attorneys who are unable to attend due to cost considerations. For more information please contact **Daniel Smallwood** at 312-212-1301.

Ark Group's 7th Annual

Business Intelligence & Analytics in the Legal Profession

THIS CONFERENCE WILL BE HELD AT:

April 26, 2018 — New York, NY

The SUNY Global Center
The State University of New York
116 East 55th Street
(Btw. Park and Lexington Ave)
New York, New York 10022
http://global.suny.edu/building/brochure/globalclassroom.cfm

The SUNY Global Center serves as the headquarters for the (SUNY) system's international operations, and is the public face of the state university system in New York City. This forum will take place in the Global Classroom--which is a state-of-the-art facility with tiered, in-the-round seating, and power and microphones at the desktop fostering seamless interaction between speakers and audience members.

Hotels within walking distance to the conference venue:

Marriott Courtyard New York Manhattan/Midtown East
866 Third Avenue
New York, NY 10022
212.644.1300
www.marriott.com/hotels/travel/nycme-courtyard-new-york-manhattan-midtown-east/

Doubletree Metropolitan Hotel
569 Lexington Avenue (at 51st St.)
New York, NY 10022
212.752.7000
www.metropolitanhotelnyc.com/

Omni Berkshire Place Hotel
21 East 52nd Street (between Madison & 5th)
New York, NY 10022
212.753.5800
www.omnihotels.com/FindAHotel/
NewYorkOmniBerkshire.aspx

Club Quarters Rockefeller Center
25 West 51st Street (Off 5th Avenue opposite Rockefeller Plaza)
New York, NY 10019
212.262.3200
www.clubquarters.com/loc_nyRockefellerCenter.aspzx

Affinia Manhattan
155 East 50th Street
212.751.5710
www.affinia.com/New-York-City-Hotel.aspx?name=Affinia-50

Carvi Hotel New York
152 East 55th Street
New York, NY 10022
212.752.0600
www.carvihotel.com

Marriott Renaissance
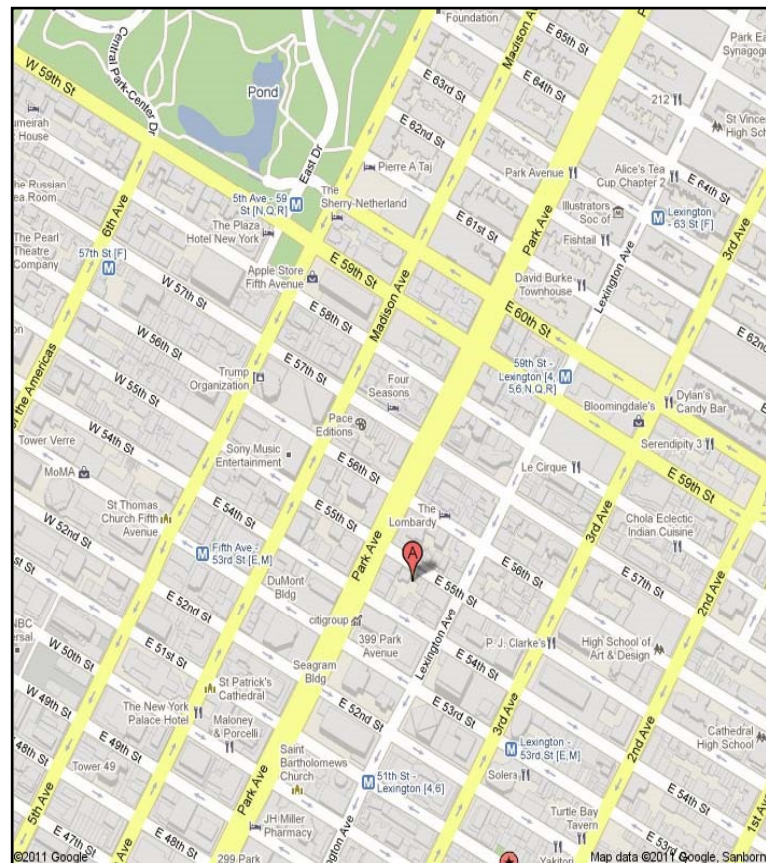130 East 57th Street
212-753-8841
Reservations

Hotel Elysee
60 East 54th Street
212-753-1066
Reservations

St. Regis New York
2 East 55th Street
212-753-4400
Reservations

Directions, Maps & Other Details...

SUNY Global Center
116 East 55th St.
(Btw. Park and Lexington Ave)
New York, NY 10022
212-317-3500

Directions to the SUNY Global Center from primary arrival points in NYC:

Grand Central Terminal (MTA Metro-North Railroad): The Global Center is a .75-mile walk North on Park Avenue.
Pennsylvania Station (Amtrak, Long Island Railroad, New Jersey Transit): Take a Queens-bound E subway train to the "Lexington Avenue-53rd Street Station". Alternatively it is a short taxi ride or a 2.0 mile walk.
Port Authority Bus Station: Take a Queens-bound E subway train to the "Lexington Avenue-53rd Street Station". Alternatively it is a short taxi ride or a 1.5 mile walk.

Parking: The Global Center does not have its own parking facility. However, there are numerous parking garages in the area. Rates fluctuate, but you can expect to pay about $40 per day.

{*Rates for all garages in the neighborhood vary greatly by day of the week and timing. You may want to use this website to find the most reasonable rates for your particular needs: Bestparking.com -- under "City", click New York, and then can click to neighborhoods or cross street; can plug in arrival and departure times; site will calculate rates and show icons with $ amounts on a map. Click the icons to show specifics*.}

Local Restaurants near the SUNY Global Center:

American
Houston's /Hillstone 153 E. 53rd St (At 3rd Ave) 212.888.3828 www.houstons.com

Asian/ Sushi
Asian Station 155 E 52nd St (between Lexington Ave & 3rd Ave) 212.421.2294 asianstationyc.com/
Tenzan 988 Second Ave. (bet. 52nd & 53rd Sts.) 212.980.5900 www.tenzanrestaurants.com
Lychee House E. 55th St. (bet Park and Lexington Ave.) 212.753.3900 www.lycheehouse.com
Peking Duck House 236 E. 53rd St (bet 2nd & 3rd Ave) 212.759.8260 www.pekingduckhousenyc.com

French (Bistro)
La Mangeoire 1008 Second Ave. (bet. 53rd & 54th Sts.) 212.759.7086 www.lamangeoire.com
Deux Amis 356 E. 51st St. (bet. 1st & 2nd Aves.) 212.230.1117
Jubilee 347 E. 54th St. (bet. 1st & 2nd Aves.) 212.888.3569 www.jubileeny.net

Indian
Dawat 210 E. 58th St. (bet. 2nd & 3rd Aves.) 212.355.7555 www.dawatrestaurant.com

Italian
Bar Vetro 222 E. 58th St. (bet. 2nd **& 3rd Aves.) 212.308.0112** www.vivolonyc.com
Bice Ristorante 7 E. 54th St (bet Madison & 5th Ave) 212.688.1999 www.bicenewyork.com
Casa Lever 390 Park Ave (between 53rd St & 54th St), 212.888.2700 www.casalever.com
Fiorini 209 E. 56th St (bet 2nd & 3rd Ave) 212.308.0830 www.fiorinirestaurant.com
Montebello 120 E 56th Street (between Park and Lexington), 212.753.1447 www.montebellonyc.com
Serafina 38 E. 58th St. (bet. Madison & Park Aves.) 212.832.8888 www.serafinarestaurant.com

Lebanese
Naya 1057 Second Ave. (bet. 55th & 56th Sts.) 212.319.7777 www.nayarestaurants.com

Mediterranean/ Greek
Ethos 905 1st Ave (At 51st St) 212.888.4060 www.ethosrestaurants.com
Fig & Olive 10 E. 52nd St. (bet. 5th & Madison Ave) 212.319.2002 www.fig-and-olive.com

Mexican
Dos Caminos 825 Third Ave. (bet. 50th **& 51st Sts.) 212.336.5400** www.brguestrestaurants.com

Steakhouse
Maloney & Porcelli 37 E. 50th St (bet. Madison & Park Ave) 212.750.2233 www.maloneyandporcelli.com