



# Knowledge Leaders 2024

Thursday 10 October 2024

Wallacespace Spitalfields

*Draft day shape, subject to change*

<p><b>09:00 – 09:30</b></p>	<p><b>BREAKFAST AND NETWORKING</b> Grab a coffee and croissant and connect with your peers!</p>
<p><b>09:30 – 09:40</b></p>	<p><b>WELCOME</b> <i>Richard Brent, editor in chief, Briefing</i> <i>Co-chair: Ruth Ward, global director of knowledge and expertise, Ashurst</i> <i>Co-chair: Richard Gaston, head of knowledge and research, Addleshaw Goddard</i></p>
<p><b>09:40 – 10:15</b></p>	<p><b>KEYNOTE: WINNING HEARTS AND MINDS – CREATING A KNOWLEDGE-FIRST CULTURE</b> Shifting mindsets is key to engaging all functions to prioritise the sharing of knowledge. But with competing priorities, how can you effectively build a business-wide knowledge-first culture?</p>
<p><b>10:20 – 12:00</b></p>	<p><b>ROUND TABLE DISCUSSIONS: Cultural and structural challenges</b></p> <ul style="list-style-type: none"> <li>• Proving the return on investment on knowledge management</li> <li>• Pricing legal work to account for the cost of technological investment</li> <li>• Building influence with the board to put knowledge at the heart of the firm’s growth strategy</li> </ul>
<p><b>12:00 – 12:30</b></p>	<p><b>IN CONVERSATION: Communicating knowledge management through storytelling</b> Communication is key to achieving high levels of engagement with the concept and delivery of knowledge management. This session will focus on how storytelling can positively impact knowledge sharing within law firms.</p>
<p><b>12:30 – 13:30</b></p>	<p><b>LUNCH BREAK</b></p>
<p><b>13:30 – 14:10</b></p>	<p><b>PRESENTATION: A data-ready approach to knowledge management</b> Data challenges are the single biggest barrier to generating business value with AI. This practical session will look at the key issues and the steps to take to get your data AI ready.</p>
<p><b>14:10 – 14:55</b></p>	<p><b>ROUND-TABLE SESSION: TECH CONUNDRUMS</b></p> <ul style="list-style-type: none"> <li>• <b>The price is right-ish:</b> balancing pricing with the value of your firm’s experience and expertise.</li> <li>• <b>Am I overspending?</b> How do you balance getting the right legal tech without spending the earth</li> <li>• <b>L&amp;D in a hybrid world:</b> Creating a seamless flow of knowledge from senior to junior and new lawyers in a hybrid working world</li> <li>• <b>Building a knowledge-sharing culture:</b> Brainstorm innovative ways to bridge the gap between technology and humans to create a knowledge-sharing culture</li> <li>• <b>IA before AI:</b> tagging, meta-data and taxonomies – how to ensure knowledge is organized, user-friendly and up-to-date</li> </ul>

<p><b>14:55 – 15:15</b></p>	<p><b>RECHARGE COFFEE BREAK</b> Recharge with the perfect cuppa and reflect on the most useful insights gleaned throughout your day.</p>
<p><b>15:15 – 16:00</b></p>	<p><b>PANEL: GENAI – SEPARATING MYTH FROM REALITY</b> Our expert panel will separate fact from fiction and identify the ways gen AI can help with the knowledge function right now. <i>Jeremy Coleman, director of innovation, Norton Rose Fulbright LLP</i> <i>Panel chair: Ruth Ward, global director of knowledge and expertise, Ashurst</i></p>
<p><b>16:00 – 16:30</b></p>	<p><b>CLOSING KEYNOTE: The human role in an AI world</b> As AI ramps up in an increasingly technologically-enabled world, this session will consider how the fast-changing legal environment will shape the lawyer of the future and ask what human skillsets and characteristics lawyers must develop to operate in an AI world.</p>
<p><b>16:30 - 16:40</b></p>	<p><b>CLOSING AND THANKS</b> <i>Richard Brent, editor in chief, Briefing</i> <i>Co-chair: Ruth Ward, global director of knowledge and expertise, Ashurst</i> <i>Co-chair: Richard Gaston, head of knowledge and research, Addleshaw Goddard</i></p>
<p><b>16:40 – 17:45</b></p>	<p><b>DRINKS RECEPTION</b> Round off your day with a drink with your peers and the Briefing team</p>