

# MBD Leaders 2024

Thursday 7 November – Wallacespace Clerkenwell Green  
18 Clerkenwell Green, London, EC1R 0DP

*Draft day shape, subject to change*

09.30 – 10:00	<b>BREAKFAST AND NETWORKING</b> Grab a coffee and connect with your peers!
10:00 – 10:10	<b>WELCOME</b> <i>Richard Brent, head of content, Briefing</i> <i>Co-chair: Charlotte Green, head of clients and markets, Gowling WLG</i> <i>Co-chair: Matt Skipper, head of business development, Mills &amp; Reeve</i>
10:10 – 10:45	<b>KEYNOTE: The economic outlook</b> What next for interest rates and inflation? How will geopolitical tensions in the Middle East and Russia impact the economy in the mid and longer term? What will the US election mean for the UK’s economy? Our expert speaker will consider the challenges – and opportunities – for firms amid an extended period of volatility and uncertainty. <i>Dr Emily Whitehouse, lecturer in economics, University of Sheffield</i>
10:45 – 11:30	<b>PANEL: ONE MIND - Engaging lawyers with the sales process</b> <ul style="list-style-type: none"> <li>Communicating to lawyers how MBD teams can help them sell services and recruit clients.</li> <li>Aligning marketing and BD activities with lawyers’ priorities and mindset</li> <li>Connecting practice areas for a holistic approach to incentivising and succeeding in cross-selling.</li> <li>Using tech to empower bids and pitches.</li> </ul> <i>Charlotte Sansom, associate director of PR and communications, Dechert</i> <i>Amanda Stoner, director of market development, Norton Rose Fulbright</i> <i>Alexander Low, UK managing director, DCM Insights</i> <i>Sadie Baron, chief marketing officer, Reed Smith</i> <i>Chair: Matt Skipper, head of business development, Mills &amp; Reeve</i>
11:30 – 12:15	<b>ROUNDTABLE DISCUSSIONS: The future of business growth in the legal sector</b> <ul style="list-style-type: none"> <li>MBD teams of tomorrow: team size, skill sets and harnessing tech – what will the mix look like in the next 5 years?</li> <li>Lawyer-led business development versus the S-word – does a sales approach work for law firms?</li> <li>How to start exploring new revenue streams for growth and profitability.</li> <li>What role can AI play in driving efficiencies and growth?</li> </ul>
12.15 -1.15	<b>NETWORKING LUNCH BREAK</b>
1.15 -1.45	<b>CASE STUDY: BUILDING A JOINED-UP CLIENT JOURNEY TO FUEL GROWTH</b> How can firms navigate siloed practice areas, competing priorities and cultural challenges to create an outstanding client experience that drives growth? This

	<p>session will dive into one business's go-to-market journey, examine what worked (and what didn't), and the impact on the business.</p> <p><i>Mike Beswick, business development, marketing and communications director, Taylor Wessing</i></p> <p><i>Holly Adams, head of marketing technology and operations, Taylor Wessing</i></p> <p><i>Gemma Prescott, practice group leader, marketing and business development, Intapp</i></p>
1.45 -2.30	<p><b>ROUND TABLE DISCUSSIONS: Client centricity</b></p> <ul style="list-style-type: none"> <li>• What does the perfect CRM ecosystem consist of?</li> <li>• How to integrate disparate sources of information to capture the client experience?</li> <li>• Matching the personal experience to the brand promise</li> <li>• Balancing client focus with supporting fee-earners</li> </ul>
2.30 -2.55	<p><b>COFFEE BREAK</b></p> <p><i>Discuss the day so far with your peers over a coffee.</i></p>
2.55 - 3.40	<p><b>PANEL: DATA DRIVEN STRATEGY AND DECISION-MAKING</b></p> <p>Data can help to unlock market insights, highlight client needs and areas of interest, identify sources of work, measure relationship strength across practice areas and identify opportunities. This session will explore what's needed to create a holistic approach, including the mapping, analysis and strategy that underpins data-led decision-making.</p> <p><i>Steven Green, chief data officer EMEA, Sumitomo Mitsui Banking Corporation</i></p> <p><i>James Baldassarra, managing consultant, Data Partners Ltd</i></p> <p><i>Max Hildebrand, head of strategic planning, Pinsent Masons</i></p> <p><i>Chair: Charlotte Green, head of clients and markets, Gowling WLG</i></p>
3.40 - 4.15	<p><b>CLOSING KEYNOTE: Reaching new heights</b></p> <p>Bonita Norris went from complete beginner to standing on top of Mount Everest and the North Pole within only two years, exemplifying what is possible when individuals and teams understand how to overcome the mountain of the mind. She has used this experience to inspire teams from global leading organisations like Google, AstraZeneca, BMW, PwC and many more to reach new heights.</p> <p><i>Bonita Norris, adventurer and motivational speaker</i></p>
4:15 – 4:25	<p><b>CLOSING AND THANKS</b></p> <p><i>Richard Brent, head of content, Briefing</i></p> <p><i>Co-chair: Charlotte Green, head of clients and markets, Gowling WLG</i></p> <p><i>Co-chair: Matt Skipper, head of business development, Mills &amp; Reeve</i></p>
4.30 – 5.30	<p><b>DRINKS RECEPTION</b></p> <p><i>Join the Briefing team and chat to your peers over a drink!</i></p>