

BRIEFING AI Forum 2025

'A deep dive into the opportunities, challenges and reality of AI in use in top-tier law firms today'

19 June 2025 | Bird & Bird, 12 New Fetter Lane, London EC4A 1JP

Draft day shape, subject to change

08.00 - 08.30	BREAKFAST AND NETWORKING Grab a coffee and croissant, and connect with your peers!
08.30 - 08.40	WELCOME <i>Richard Brent, head of content</i>
08.40 - 09.10	OPENING KEYNOTE: Roads to the future Law firms are facing complex decisions around adopting AI – starting with whether to buy, partner or build their AI solution. With AI evolving at breakneck speed and with eye-watering up-front investment costs, getting it wrong could be catastrophic, yet lagging behind has its own implications. Our expert speaker will consider the delicate balance between buy or build, and the impact of the AI revolution on law firms' business models.
09:10 – 09:50	LEADERS PANEL: Taking a top-down, holistic approach to developing AI solutions AI is different from the usual IT-led tech implementation, requiring a top-level, cross-departmental and firm-wide assessment and agreement of how AI could benefit different teams and functions. It's a challenge that's intensified by the speed of AI development – and the acceleration of change within law firms. <ul style="list-style-type: none">- Investment appetite – how much can firms invest and where should they focus their investment?- Who should lead on AI implementation roll-out?- Re-thinking team structures and developing AI collaboratively- Upskilling and re-framing skill-sets- AI in action – success examples <i>Emma Dowden, chief operating officer, Burges Salmon</i> <i>Greg Baker, global head of practice innovation, Linklaters</i>
09.50 – 10:35	AI DEEP DIVE DISCUSSION SESSION: Choose a topic and share your perspective on the strategic challenges around AI adoption: <ol style="list-style-type: none">1. Building trust, competence and confidence<ul style="list-style-type: none">- Change management programme: the essential starting point (and what that looks like)- Building a culture to support AI experimentation and an AI-confident workforce- Balancing learning from failure with firms' need to offer a perfect service2. A practical look at de-risking AI<ul style="list-style-type: none">- Using prompts, context and reducing 'temperature' to reduce risk- How to mitigate the increased cyber risk of AI use- Processes to manage tools and uses, and checking AI-generated work3. Training the AI-ready lawyer:

	<ul style="list-style-type: none"> - How can firms develop the next generation of lawyers' human expertise and oversight of AI-generated work when they will not have traditional learning route. <p>4. Communicating your AI use to clients:</p> <ul style="list-style-type: none"> - Ensuring law firms and clients have the same understanding of AI, your firm's tech, and how it is used - GDPR, security and compliance concerns - What is your firm's approach to client conversations around pricing? <p>5. Future proofing exercises:</p> <ul style="list-style-type: none"> - How does your firm see AI developing over the next few years, and what might the impact be longer term? - Using scenario planning exercises to build an AI roadmap for the future <p>6. Getting data AI-ready</p> <ul style="list-style-type: none"> - Dealing with disparate data sources - Approaches to dealing with unstructured data - Knowledge professionals' role in structuring data for GenAI searches – and what to do if you don't have a knowledge team? <p>7. How is AI changing firms approach to billable hour targets, utilisation and realisation?</p>
10:35 – 10:50	COFFEE BREAK Continue the conversation over a cuppa
10:50 – 11:20	ROUNDTABLE FEEDBACK A quickfire session to share the key points that have emerged from each table's topic discussions.
11:20 – 11:50	CASE STUDY: A real world example of AI implementation.
11:50 – 12:35	PANEL: THE GENERAL COUNSEL PERSPECTIVE How are GCs using AI, and how do they see it impacting their working partnerships with law firms going forwards? What are their expectations around pricing? And how should law firms approach the changing nature of the client relationship?
12:35 – 12:40	CLOSING REMARKS <i>Richard Brent, head of content</i>
12.40 – 13:30	LIGHT LUNCH Continue the conversation and connect with your peers over a light lunch before heading back to your desk.