



Law Management Section

Free Webinar Presentation

THE LAW MANAGEMENT SECTION OF LAWASIA
invites you to attend an online webinar* presentation

to be held as follows:

Time: 5pm New Zealand/3pm Sydney/1pm Singapore & Hong Kong/10:30am India

Date: Thursday 12 August 2010

Sam Coupland, Director, FMRC, will speak on the topic of:

Using Performance Benchmarks to Maximise Your Opportunities

You don't have to be big to be profitable. In fact, you don't even have to be busy. Being big or busy does not ensure profitability. The profits of even the busiest firms can be hampered by poor managerial practices.

All practices require well thought out strategies to maximise their potential given the market in which they operate. Whilst the more financially successful firms share some strategic and operational traits, there is no one true model for guaranteed success. Principals need to know the current status of a number of performance indicators and profit drivers. From this point they can work towards a set of clearly defined goals.

This webinar will examine:

- The proven benefits of benchmarking performance in the legal profession
- How incremental improvement in key profit drivers can make a positive impact on profit
- Lead and lag indicators of good performance
- What the successful firms are doing and how to emulate that success

Understanding and managing the economic drivers of your practice will make it profitable – and keep it that way. Benchmarking is the first step to achieving this.

Who should attend?

Managing Partners, Chief Executive Officers, Partners, Practice Group leaders, Practice Managers, Marketing Managers, HR Professionals, Senior Lawyers with people management responsibilities

Our presenter

Sam is a director of FMRC and advises in all areas of practice management working with owners and managers to develop their business. For the past 12 years he has headed consulting assignments in firm strategy, practice planning, equity valuations and equity transfers. Sam is a frequent presenter on practice management related topics and fronts many FMRC programs. He is a regular guest presenter at many professional conferences and often brings this knowledge to in-house audiences.

FMRC is a specialist consulting practice providing financial benchmark research, training and management advice to law firms. With a 30 year history of benchmarking to support them, FMRC consultants have unique insights into the key drivers of performance in the legal profession.

Cost: Free of charge.

Register online by visiting

<http://www.lawcouncil.asn.au/sections/legal-practice/events/webinar.cfm>

Please register early –places are limited!

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* **Attending webinar presentations:** after registering for the event you will be provided with an internet link, a telephone number, and a participants' code. To connect to the webinar simply use your internet browser to access the webpage, and your telephone to dial-in for the audio – **note:** this will require you to call a Sydney (Australia) telephone number. You will need to ensure that your internet browser is running an up-to-date version of [Adobe Flash Player](#).