



THE BRITISH ASSOCIATION OF
THE INTERNATIONAL FEDERATION OF INDUSTRIAL
PROPERTY ATTORNEYS
(FICPI—UK.)



Open Seminar on Best Business Practice

24 February 2011, 12 noon to 5:30 pm
One Aldwych, London

We are pleased to announce the eighth in our very popular series of annual seminars aimed to teach our members and others how to organize their practices to best effect. This year we are focussing on **CHANGE**: changing billing practices; changing performance assessment methods for both staff and partners; and planning and coping with changes in office location. Our seminars have been very well received in the past, often providing the only guidance during the whole year on how to improve the business management side, as opposed to the professional side, of being a successful IP attorney. It does, however, continue to qualify as allowable training time for CPD purposes, so those attending will experience the dual benefit of improving their firm's administration and profitability as well as storing up CPD time points.

As is now customary, the afternoon will commence with a buffet lunch, and then four speakers will address their designated topics. The seminar will finish at 5:30 pm but all attending (and those not attending) are invited to come to the FICPI-UK Annual General Meeting on HQS Wellington (a short walk from the seminar hotel) followed in turn by a dinner on board. Discussion of the seminar topics can continue well into the evening.

This is probably the last year that the seminar will be open to all: that is to say not only to FICPI-UK members, but also to non-members, to other IP professionals and to office managers. Even if you are not available to attend yourself, please do pass on this announcement and booking form to others who may be interested.

This Notice concerns the seminar only. Please refer to the Notice of AGM and the dinner booking form which will issue in the very near future for the evening meal if you wish to attend all three events.

The Programme (overview – more details overleaf)

12:00	Registration and lunch	
1:15	Chairman's Introduction	
1:30	Relocation, Relocation	Speaker: Tim Oldman, of Leesman Ltd
2:15	Assessing the Performance of Fee-Earners	Speaker: Peter Garratt, of Mathys & Squire
3:00	Tea/Coffee	
3:30	How we coped with the above topics	Speaker: Tim Powell, of Potter Clarkson
4:15	Alternative Billing Arrangements	Speaker: Nick Dougan, of ActionCOACH
5:00	Discussion	
5:30	Close	



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Relocation, relocation. How to plan and execute an office move to new premises or a new city
Speaker: Tim Oldman

Many FICPI members will have lived through the experience of office relocation, but how many have had to organize it themselves? What are the most important aspects to be incorporated into the planning? When should staff be consulted? If a member of staff cannot or will not travel to a new location, is that a ground for compensation on the basis of constructive dismissal? Can the consequences be mitigated? What other issues should be considered? What is their relative importance? We are fortunate to have as speaker Tim Oldman whose company Leesman Ltd specialises in the measurement of employee satisfaction and their engagement with the workspaces provided for them. Tim will advise on how to make office relocation a valuable opportunity to improve staff appreciation and ultimately performance, potentially changing it from a necessary evil to a unique opportunity to improve job satisfaction and profitability.



Assessing Performance
Speaker: Peter Garratt

Anyone not in sole practice needs to be able to assess the performance of other fee-earners in his or her firm. Even those in sole practice might do well to monitor and assess their own performance. A whole raft of opportunities is available, from close monitoring of the invoices sent by each member of staff and the number of hours charged per day, to a more laid-back approach which simply keeps a paternal eye on the apparent diligence of each fee-earner. What is perfectly clear, however, is that the larger a firm becomes, the more necessary it is to devise and administer a structured approach to the issue. The potential loss of profits can be huge if one or more fee-earners is or are not pulling their weight, and there is also the potential for client dissatisfaction if it is perceived that not all members of a firm charge proportionately. Peter Garratt of Mathys & Squire has been a long-standing supporter of FICPI-UK, and this year we are honoured that he has agreed to share with us his lifetime experiences of how to handle the often complex issues that can arise. He may even touch on the issue of who monitors the senior partner.



How we did it
Speaker: Tim Powell

Tim Powell's firm Potter Clarkson in Nottingham is the leading firm in the East Midlands north of Birmingham, and it is perhaps not surprising that he has personal experience of both the issues dealt with by the above two speakers. He will provide his own recollections of the problems he faced, together with anecdotes of how he responded to, avoided or was bowled over by the various problems foreshadowed in the previous two addresses.



Alternative Billing Arrangements
Speaker: Nick Dougan

None of us can avoid any longer the requests by clients (typically from overseas) either asking for more information on how bills are calculated or demanding special treatment in the form of discounts or fixed fee 'contracts'. Fixed fee arrangements themselves can be a minefield, but it is certain that they are being agreed to by some within our profession, and so must be considered seriously by any firm wishing to compete with other attorneys at home or abroad. Those who have experienced fixed fee arrangements will confirm that they can be either very profitable (if the initial research and budgeting has been correctly handled) or a tremendous millstone dragging down the profitability of the remainder of the professional work being carried out on an 'hourly charge' basis. Nick Dougan is a speaker who will be familiar to many who have attended earlier FICPI-UK seminars in this series. He now has his own practice in the form of a business coaching firm ActionCOACH, but he still maintains strong links with the IP profession. He is able to take a unique informed look at the issues which need to be considered when tendering for fixed fee contracts, and is ideally suited to comment on the amount of management time that can be consumed in such tenders.



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Booking Form

The cost of the seminar is discounted for those who book early (before 10th February) and for those who are members of FICPI-UK. Please consult the table below for the appropriate cost.

All FICPI-UK members will receive a separate invitation to the AGM and a booking form for the evening dinner but it is important that any non-members attending the seminar who might wish to come to the dinner as well should make their intentions known by ticking the appropriate box on the enrolment request below.

Category of delegate and date of booking	Cost	Please tick
Member of FICPI-UK, booking before 10 February 2011	£180	
Member of FICPI-UK, booking on or after 10 February 2011	£200	
Non-member of FICPI-UK, booking before 10 th February 2011	£210	
Non-member of FICPI-UK, booking on or after 10 th February 2011	£230	
VAT: The above costs include VAT at 20%, so please accept this booking form, when completed, as your VAT invoice. Our VAT number is GB 769 0724 00		

Please enrol me for the above seminar. I enclose a cheque for the appropriate amount, made payable to FICPI-UK. My name and firm's name are set out below in the form in which I would like them to appear on the seminar name badge.

[Name] [Firm]

Although I am not a member of FICPI-UK, I would like to attend the dinner.
Please send me a dinner invitation form.

(Please tick)

Please now send a copy of this booking form together with your cheque made payable to FICPI-UK to:

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