

Up to  
7.5 CPD  
hours available\*



# Managing a modern law firm

**13–14 June 2010, Colegio de Abogados de la Ciudad de Buenos Aires, Argentina**

## Sessions include:

- How to write, implement and measure the results of a marketing plan
- Applying a business approach to the strategic and tactical development of a law firm
- Career management: what do associates in a Latin American law firm need?
- Know-how management in a law firm

## Who should attend?

Managing partners and lawyers in management, strategic advisers on governance and development, private practitioners, heads of the functionary departments of the law firms - notably human resources, public relations and marketing



the global voice of  
the legal profession

**A conference presented by the IBA Law Firm Management  
Committee of the IBA Public and Professional Interest Division  
and supported by IBA Latin American Regional Forum**

\*As per the Solicitors Regulation Authority of England and Wales. The number of CPD points/hours available may vary for other bar associations and law societies depending on their criteria.

Sunday, June 13

**Conference Co-Chairs**

**Máximo Bomchil** *M&M Bomchil, Buenos Aires; Vice-Chair, IBA Law Firm Management Committee*  
**Lisandro A Allende** *Brons & Salas, Buenos Aires; Vice-Chair, IBA Latin American Regional Forum*

**Host Committee**

**Allende & Brea** *Abogados*  
**Brons & Salas** *Abogados*  
**Bullo Tassi Estebenet** *Lipera Torassa Abogados*  
**M&M Bomchil**  
**Marval O'Farrell & Mairal**  
**Perez Alati Grondona Benites Arntsen & Martinez de Hoz Jr.**

**Organizing committee**

**Horacio E Beccar Varela** *Estudio Beccar Varela, Buenos Aires*  
**Hugo Berkemeyer** *Berkemeyer Attorneys & Counselor, Asunción*  
**Jaime Carey** *Carey y Cia Ltda, Santiago*  
**Daniel Ferrere** *Ferrere Abogado, Montevideo; PPID Council Member, Co-Chair, IBA Professional Ethics Committee*  
**Nicolás Herrera** *Guyet & Regules, Montevideo*  
**Pablo Louge** *Allende & Brea, Buenos Aires*  
**José A Martínez de Hoz** *Perez Alati Grondona Benites Arntsen y Martinez de Hoz Abogados, Buenos Aires*  
**Eduardo Sanguinetti** *Sanguinetti Fodere Bragard, Montevideo; Senior Vice-Chair, IBA Latin American Regional Forum*  
**Roberto Silva** *Marval O'Farrell & Mairal, Buenos Aires; Co-Chair, IBA Innovations in Financing Transactions Subcommittee*  
**Gustavo J Torassa** *Bullo Tassi Estebenet Lipera Torassa & Asociados, Buenos Aires*  
**Claudio Undurraga Prieto y Cia,** *Santiago; Co-Chair, IBA Latin American Regional Forum*

2000

**Dinner reception - "Open to all delegates and registered guests"**  
*at the Circulo de Armas*  
*Avenida Corrientes 671*

Continuing Professional Development / Continuing Legal Education  
 For delegates from countries where CPD/CLE is mandatory, the International Bar Association will be pleased to provide a Conference Certificate of Attendance which, subject to the exact CPD/CLE requirements, may be used to obtain the equivalent accreditation in your jurisdiction. This conference has been accredited for CPD/CLE by the Solicitors Regulation Authority of England and Wales. Delegates should ask staff at the registration desk for information as to how to obtain the hours.

*The organizers may at any time, with or without giving notice, in their absolute discretion and without giving any reason, cancel or postpone the conference, change its venue or any of the other published particulars, or withdraw any invitation to attend. In any case, neither the organizers nor any of their officers, employees, agents, members or representatives shall be liable for any loss, liability, damage or expense suffered or incurred by any person, nor will they return any money paid to them in connection with the conference unless they are satisfied not only that the money in question remains under their control but also that the person who paid it has been unfairly prejudiced (as to which, decision shall be in their sole and unfettered discretion and, when announced, final and conclusive).*

Monday, June 14

0800 – 1600

Registration at the Colegio de Abogados de la Ciudad de Buenos Aires (CABA)

0900 – 1040

**How to write, implement and measure the results of a marketing plan**

Law firms know that they need a marketing plan, but many have never written one. Many law firms write marketing plans every year, but most of them produce disappointing results or no results at all. What are the key elements to writing, implementing, and measuring the results of a successful law firm marketing plan? Our panellists will share their insights, experiences, and practical tips to move your law firm's marketing planning from a frequently disappointing academic exercise to a high-yield business tool.

**Speakers**

**Roberto Arena Reyes Retana** *Gardere Arena y Asociados SC, Mexico City*  
**Roberto Guerrero V** *Guerrero Olivios Novoa & Errázuriz, Santiago*  
**Fernando Moreno** *Walker Clark LLC, Guatemala City*

1040 – 1110 Coffee/tea break

1110 – 1310

**Applying a business approach to the strategic and tactical development of a law firm**

Lawyers are frequently told that they should run their law firms more like a business. But what does that really mean? How can law firms of any size apply a business approach to strategic growth? What tools and methods can we borrow from other businesses and professions? What measurements and indicators should we be following? What are the practical problems both inside the firm, with clients, and in the market that must be solved?

Our panellists have confronted these questions in their own practices and will discuss the options and the answers that they have discovered.

**Speakers**

**Diego Blasco** *Zang Bergel & Viñes Abogados, Buenos Aires*  
**Norman Clark** *Walker Clark LLC, Fort Myers, FL; Chair, IBA Law Firm Management Committee*

**Jorge Nemr Leite Tosto e Barros** *Advogados, São Paulo; Membership Officer, IBA Business Crime Committee*

1310 – 1410 Lunch

1410 – 1550

**Career management: what do associates in a Latin American law firm need?**

Are associates in Latin American law firms really different from the previous generation, who are now partners? How is managing the career of an associate different from what it was like 20 or 30 years ago? What works in motivating associates, and what does not work? Our panels of law firm leaders deal with these questions every day. They will share their experiences in recruiting, retaining, and managing younger lawyers in Latin American law firms.

**Speakers**

**Sebastián Fernández Silva** *Mercado Libre, Buenos Aires*  
**S Todd Crider** *Simpson Thacher & Bartlett LLP, New York; Vice-Chair, IBA Professional Ethics Committee*  
**Ronaldo Veirano** *Veirano Advogados, São Paulo; Vice-Chair, IBA Law Firm Management Committee*

1550 – 1620 Coffee/tea break

1620 – 1800

**Know-how management in a law firm**

In most small and midsize law firms - and in many large ones - the only knowledge is the memories of each partner. All law firms need something better if they are to survive the more demanding expectations from clients, tougher competition from competitors, and downward pressure on fees. This session will examine the choices, costs, and benefits that all law firms, regardless of size, will need to consider if they want to survive through the 2010s.

**Speakers**

**Cristián Fourcade** *Cristián Fourcade & Asociados, Buenos Aires*  
**Nicolás Herrera**  
**Pedro Oller** *Oller Abogados, San José*  
**Jaime Carey**

1830

**Cocktail reception - "Open to all delegates and registered guests"**

*at Colegio de Abogados de la Ciudad de Buenos Aires*  
*Calle Montevideo 640*

Supported by

**IBERIAN LAWYER**

**Date**  
13–14 June 2010

**Venue**  
Colegio de Abogados de la Ciudad de Buenos Aires (CABA)  
Montevideo 640  
Buenos Aires, Argentina  
Tel: +54 (11) 4371 1110  
Fax: +54 (11) 4375 5442  
[www.colabogados.org.ar](http://www.colabogados.org.ar)

**Language**  
All conference working sessions and conference materials will be in English. Simultaneous translation English-Spanish and Spanish-English will be provided.

**How to register**  
Register online by 1 June at [www.int-bar.org/conferences/conf336](http://www.int-bar.org/conferences/conf336) and make payment by credit card to avail ten per cent online registration discount or complete the attached registration form and return it to Lucy Leal at [lucy.leal@int-bar.org](mailto:lucy.leal@int-bar.org)

#### Fees

Online registrations received:

	on or before 1 June	after 1 June
Local Layers and IBA member	US\$ 200	US\$ 315
Non-member*	US\$ 315	US\$ 390
Young lawyers (under 30 years)	US\$ 140	US\$ 220
Academics / judges (full time)	US\$ 140	US\$ 220
Senior lawyers**	US\$ 140	US\$ 220
Corporate counsel	US\$ 180	US\$ 285
Guest fee	US\$ 60	US\$ 60

Hard copy registration forms and fees received:

	on or before 1 June	after 1 June
Local Layers and IBA member	US\$ 220	US\$ 350
Non-member*	US\$ 350	US\$ 430
Young lawyers (under 30 years)	US\$ 155	US\$ 245
Academics / judges (full time)	US\$ 155	US\$ 245
Senior lawyers**	US\$ 155	US\$ 245
Corporate counsel	US\$ 200	US\$ 315
Guest fee	US\$ 60	US\$ 60

#### Fees include

- Attendance at all working sessions on 14 June
- Conference materials, including any available speaker's papers submitted to the IBA before 31 May
- Access to the above conference working materials from the IBA website ([www.int-bar.org](http://www.int-bar.org)) approximately seven days prior to the conference
- Lunch on 14 June
- Tea and coffee during breaks
- Invitation to dinner reception on 13 June and cocktail reception on 14 June

#### Guest fee includes:

- Invitation to dinner reception on 13 June and cocktail reception on 14 June

#### Full payment must be received in order to process your registration.

\* By paying the non-member fee, we welcome you as a delegate member of the IBA for the year in which this conference is held, which entitles you to the following benefits:

- (1) Password access to certain parts of the IBA website.
- (2) Receipt of IBA E-news and access online versions of *International Bar News*.
- (3) Pay the member rate for any subsequent conference registrations for this calendar year.
- (4) Take advantage of IBA Special Offers.

\*\* Criteria: 65 years or over, and a member of the IBA for 20 years or more, and no longer engaged in private practice.

Please note that registrations are not transferable.

#### List of participants

In order for your name to appear in the list of participants, which will be distributed at the conference, your registration form must be received by 7 June at the latest.

#### Registration confirmation

All documentation regarding your attendance at the conference can now be obtained from the IBA website. Upon receipt of your payment for the conference a confirmation e-mail will be sent containing instructions on how to download the documents. Registration confirmation will not be distributed by post.

#### Payment of registration fees

**US dollars:** by bank transfer to the IBA until 31 May 2010 at HSBC, account number 00375-81, branch 0223 (Avenida Paulista), SWIFT code BCBRRRPR, address Avenida Paulista, 949-A, São Paulo, SP 01311-917, Brazil, IBA CNPJ 07.562.031/0001-85. Use an exchange rate of 1 US\$/R\$1,90

Please pay all bank charges so that the IBA receives the full invoiced amount.

**Please ensure that a copy of the bank transfer details is attached to your registration form.**

PLEASE ENSURE THAT YOUR NAME AND 'MANAGING' APPEAR ON ANY TRANSFER OR DRAFT.

#### Cancellation of registration

If cancellation is received in writing at the IBA office by 31 May, fees will be refunded less a 25 per cent administration charge. We regret that no refunds can be made after this date.

#### Travel arrangements and visas

Participants are responsible for making their own travel arrangements. It is recommended that you check your visa requirements with your local embassy or consulate. **We are unable to dispatch visa invitation letters to support your visa application prior to receipt of your registration form and full payment of registration fees.**

#### Hotel accommodation

A limited number of rooms have been reserved at Hotel Reconquista Luxor; IBIS Buenos Aires Obelisco Hotel and at Bisonte Palace Hotel for the nights of 13, 14 and 15 June.

#### HOTEL RECONQUISTA LUXOR

Av Pres Roque Sáenz Peña 890 - C1035AAQ  
Buenos Aires, Argentina  
Tel: +54 (11) 4328 9400  
Fax: +54 (11) 4328 9445  
E-mail: [furrao@reconquistaluxor.com](mailto:furrao@reconquistaluxor.com)  
[www.reconquistaplaza.com.ar](http://www.reconquistaplaza.com.ar)

The following rate is per room, per night, inclusive of buffet breakfast and exclusive of service charges and local taxes.

**Classic Single/Double room: US\$75**  
**Executive single/double room: US\$100**

#### Cancellation and no-show policy

Any cancellation made within 48 hours before arrival will incur a cancellation fee of one night charge.

#### IBIS BUENOS AIRES OBELISCO HOTEL

Av Corrientes 1344 Esq Talcahuano y Uruguay - C1043ABN  
Buenos Aires, Argentina  
Tel: +54 (11) 43709300  
Fax: +54 (11) 43709399  
E-mail: [h6502@accor.com](mailto:h6502@accor.com)  
[www.ibis.la](http://www.ibis.la)

The following rate is per room, per night, exclusive of buffet breakfast and of service charges and local taxes.

**Double room: US\$75**

#### Cancellation and no-show policy

Any cancellation made within 48 hours before arrival will incur a cancellation fee of one night charge.

#### BISONTE PALACE HOTEL

Marcelo T de Alvear 902, C1058AACN  
Buenos Aires, Argentina  
Tel: +54 (11) 4328 4751  
Fax: +54 (11) 4325 6476  
E-mail: [bispal@fibertel.com.ar](mailto:bispal@fibertel.com.ar)  
[www.hotelesbisonte.com](http://www.hotelesbisonte.com)

The following rate is per room, per night, inclusive of buffet breakfast and exclusive of service charges and local taxes.

**Classic Single/Double room: US\$89**

#### Cancellation and no-show policy

Any cancellation made within 48 hours before arrival will incur a cancellation fee of one night charge.

Please complete the attached accommodation form and send it direct to the hotel to make your reservation. The hotel requires a credit card number to secure your reservation.

**Please note that any reservation made after 31 May 2010 will be subject to availability and cannot be guaranteed at the special IBA rate. As a limited number of rooms have been blocked at the hotels, availability cannot be guaranteed once the room block is full.**

Delegates are responsible for making accommodation reservations directly with the hotel and enter into an agreement with the hotel regarding credit card guarantees, cancellation terms and conditions, and room rates (should these differ from the special IBA rate). The IBA cannot accept responsibility for hotel accommodation disputes between a delegate and the hotel.

#### Disabled access

The Hotel Reconquista Luxor; IBIS Buenos Aires Obelisco Hotel and the Bisonte Palace Hotel are wheelchair accessible. Please notify us if you require special assistance.

#### Promotional literature

Please note that no individual or organisation may display or distribute publicity material or other printed matter during the conference, unless by prior arrangement with the IBA. Organisations and companies wishing to discuss promotional opportunities should contact Flavia Alves at the Sponsorship Department at the IBA ([Sao.Paulo@int-bar.org](mailto:Sao.Paulo@int-bar.org))

## Managing a Modern Law Firm

**13-14 June 2010**

Please read the 'Information' section before completing this form and return it together with your payment to Lucy Leal at the address below.

\_\_\_\_\_  
 Name \_\_\_\_\_

Membership number (if applicable) \_\_\_\_\_ Date of birth \_\_\_\_\_

Firm/company/organisation \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Badge: name and country to be shown on badge, if not as above \_\_\_\_\_

Guest name: \_\_\_\_\_

Special dietary requirements: \_\_\_\_\_

Register online at [www.int-bar.org/conferences/conf336](http://www.int-bar.org/conferences/conf336) and make payment by credit card to avail ten per cent online registration discount

**Registration forms and fees received:**

	on or before 1 June	after 1 June	amount payable
Local lawyers and IBA member	US\$ 220	US\$ 350	US\$
Non-member*	US\$ 350	US\$ 430	US\$
Young lawyers (under 30 years)	US\$ 155	US\$ 245	US\$
Academics/Judges (full time)	US\$ 155	US\$ 245	US\$
Senior lawyers**	US\$ 155	US\$ 245	US\$
Corporate counsel	US\$ 200	US\$ 315	US\$
Guest fee	US\$ 60	US\$ 60	US\$
<b>TOTAL AMOUNT PAYABLE</b>			<b>US\$</b>

Full payment must be received in order to process your registration.

Please note that registrations are not transferable.

**\*Join the IBA today and register for this conference at the IBA member rate.  
 Please find the IBA membership application form at [www.ibanet.org](http://www.ibanet.org)**

\*\* Criteria: 65 years or over, and a member of the IBA for 20 years or more, and no longer engaged in private practice.

*continued overleaf*

**Payment details**

- I have transferred to the IBA bank account the total amount payable and have attached a copy of the bank transfer details.  
(By bank transfer to the IBA at HSBC, account number 00375-81, branch 0223 (Avenida Paulista), SWIFT code BCBBRRPR, address Avenida Paulista, 949-A, São Paulo, SP 01311-917, Brazil, IBA CNPJ 07.562.031/0001-85)

Use an exchange rate of US\$1/R\$1.90

Please pay all bank charges so that the IBA receives the full invoiced amount.

BANK TRANSFERS ARE ONLY ACCEPTABLE UNTIL 31 MAY OR PAYMENTS  
AFTER THIS DATE SHOULD BE MADE WITH A CREDIT CARD

- Please charge the total amount due to my:

- Visa  
 MasterCard  
 American Express

Card number \_\_\_\_\_ Expiry date \_\_\_\_\_

Name of cardholder \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Where did you find out about this Conference?

- IBA conference       Other conference       Direct mail       Internet       Advertisement  
 E-mail       Editorial       Recommendation       Other

IBA listings are provided to third parties for marketing purposes. The IBA will treat your personal information with the utmost respect and in accordance with UK data privacy laws.

- If you are agreeable to passing on your details, please tick this box  
 If you do **not** wish to receive IBA information and materials, please tick this box

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*Contact details:*

Please send the completed form to:

Lucy Leal

**International Bar Association**

Rua Helena, 170, 14º andar, São Paulo, SP 04552-050, Brazil

Tel: +55 (11) 3044 1456 Fax: +55 (11) 3044 0803

E-mail: [latin.conferences@int-bar.org](mailto:latin.conferences@int-bar.org) Website: [www.ibanet.org](http://www.ibanet.org)

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## Managing a Modern Law Firm

13-14 June 2010

HOTEL RECONQUISTA LUXOR
  IBIS BUENOS AIRES OBELISCO HOTEL
  BISONTE PALACE HOTEL

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Female
  Male

### HOTEL RECONQUISTA LUXOR

Classic single/double room: US\$75    Executive single/double room: US\$100

The above rates are per room, per night, inclusive of breakfast and exclusive of service charges and local taxes.

*Any cancellation made within 48 hours before arrival will incur a cancellation fee of one night charge.*

*Any reservations made after 15 March will be subject to availability and cannot be guaranteed at the above rates.*

### IBIS BUENOS AIRES OBELISCO HOTEL

Double room: US\$75

The above rates are per room, per night, inclusive of breakfast and exclusive of service charges and local taxes.

*Any cancellation made within 48 hours before arrival will incur a cancellation fee of one night charge.*

*Any reservations made after 15 March will be subject to availability and cannot be guaranteed at the above rates.*

### BISONTE PALACE HOTEL

Classic single/double room: US\$89

The above rates are per room, per night, inclusive of breakfast and exclusive of service charges and local taxes.

*Any cancellation made within 48 hours before arrival will incur a cancellation fee of one night charge.*

*Any reservations made after 15 March will be subject to availability and cannot be guaranteed at the above rates.*

Please reserve:     Classic single     Classic double     Executive single     Executive double

Arrival date \_\_\_\_\_ Departure date \_\_\_\_\_

IF YOU NEED AN EARLY OR LATE CHECK IN OR CHECK OUT, PLEASE, CONTACT THE HOTEL IN ADVANCE

A credit card number is required to secure your reservation.

**Payment details**    Please charge my credit card:

Visa
  MasterCard
  American Express

Card number \_\_\_\_\_ Expiry date \_\_\_\_\_

Name of cardholder \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

*Please send to:*

**Hotel Reconquista Luxor**  
 (to Maria Florencia Urraco)  
 Av Pres Roque Sáenz Peña 890  
 - C1035AAQ - Buenos Aires, Argentina  
 Tel: +54 (11) 4328 9400  
 Fax: +54 (11) 4328 9445  
 E-mail: [furraco@reconquistaluxor.com](mailto:furraco@reconquistaluxor.com)  
[www.reconquistaplaza.com.ar](http://www.reconquistaplaza.com.ar)

**IBIS Buenos Aires Obelisco Hotel**  
 Av Corrientes 1344 Esq. Talcahuano  
 y Uruguay - C1043ABN -  
 Buenos Aires, Argentina  
 Tel : +54 (11) 4370 9300  
 Fax : +54 (11) 4370 9399  
 E-mail: [h6502@accor.com](mailto:h6502@accor.com)  
[www.ibis.la](http://www.ibis.la)

**Bisonte Palace Hotel**  
 Marcelo T de Alvear 902,  
 C1058AACN  
 Buenos Aires, Argentina  
 Tel: +54 (11) 4328 4751  
 Fax: +54 (11) 4325 6476  
 E-mail: [bispal@fibertel.com.ar](mailto:bispal@fibertel.com.ar)  
[www.hotelesbisonte.com](http://www.hotelesbisonte.com)



the global voice of  
the legal profession

# International Bar Association

The International Bar Association (IBA), established in 1947, is the world's leading organisation of international legal practitioners, bar associations and law societies. The IBA influences the development of international law reform and shapes the future of the legal profession throughout the world. It has a membership of more than 35,000 individual lawyers and more than 197 bar associations and law societies spanning all continents. It has considerable expertise in providing assistance to the global legal community.

Grouped into two divisions – the **Legal Practice Division** and the **Public and Professional Interest Division** – the IBA covers all practice areas and professional interests, providing members with access to leading experts and up-to-date information. Through the various committees of the divisions, the IBA enables an interchange of information and views among its members as to laws, practices and professional responsibilities relating to the practice of business law around the globe. Additionally, the IBA's high-quality publications and world-class conferences provide unrivalled professional development and network-building opportunities for international legal practitioners and professional associates.

The IBA's **Bar Issues Commission** provides an invaluable forum for IBA member organisations to discuss all matters relating to law at an international level.

The IBA's **Human Rights Institute** (HRI) works across the Association, to promote, protect and enforce human rights under a just rule of law, and to preserve the independence of the judiciary and the legal profession worldwide.

Other institutions established by the IBA include the **Southern Africa Litigation Centre** and the **International Legal Assistance Consortium**.

## Law Firm Management Committee

In the highly competitive and demanding environment where ever increasing pressures are being felt in the practice of law, every lawyer - whether a partner or not, whether performing a specific management responsibility or not - must be prepared to meet these challenges. The Law Firm Management Committee provides lawyers with the practical tools that they need in order to enhance their practice, their business development skills and their management capabilities. The Committee provides a forum for informative, practical and relevant programmes, seminars, discussion forums and articles on all aspects of practice and law firm management for firms of all sizes.

## The IBA Latin American Regional Forum

The Latin American Regional Forum covers all countries in Latin America as well as Mexico, Puerto Ricos and Spanish-speaking areas of the Caribbean. The Forum provides a focus for all activities in the region. It organizes sessions at IBA conferences and in particular has been instrumental in ensuring that a Latin American perspective is addressed during relevant special sessions. The Forum is closely affiliated with the **North American Regional Forum** as the regions are geographically proximate and share many issues.

## International Bar Association

Rua Helena, 170, 14º andar,  
São Paulo, SP 04552-050, Brazil  
Tel: +55 (11) 3044 1456 Fax: +55 (11) 3044 0803  
E-mail: [Sao.Paulo@int-bar.org](mailto:Sao.Paulo@int-bar.org)

10th floor, 1 Stephen Street,  
London W1T 1AT, United Kingdom  
Tel: +44 (0)20 7691 6868 Fax: +44 (0)20 7691 6544  
E-mail: [member@int-bar.org](mailto:member@int-bar.org)

[www.ibanet.org](http://www.ibanet.org)

