



## Agenda

**SOS National Client Conference and AGM 2011**  
**Succeeding in the new legal landscape**  
**Tuesday 8 November 2011**  
**The Belfry, Birmingham**

- 09:15-09:45**      **Registration and refreshments**  
Apollo Suite
- 09:45-10:30**      **Welcome address and SOS update**  
David McNamara, Managing Director, SOS  
Wishaw Suite
- 10:30-11:00**      **Keynote address**  
*ABS - the future is now*  
Guest speaker, Neil Rose, Editor, Legal Futures  
Wishaw Suite
- 11:00-11:15**      **Hot topic open floor question**  
*What are the key challenges for firms in relation to the Legal Services Act?*  
Chair, Neil Rose, Editor, Legal Futures  
Wishaw Suite
- 11:15-11:45**      **Refreshment break and networking**  
Apollo Suite
- 11:45-12:15**      **Client case study presentation**  
*Merger considerations: Ashton Graham and Kester Cunningham John*  
Guest speak and SOS client, Simon Smith, CEO, Ashton KCJ
- 12:15-13:00**      **Legal Aid update**  
Paula McRobie, SOS Support Manager  
Wishaw Suite
- 12:15-12:35**      **Break-out roundtables\*** (20 minute sessions)  
**12:40-13:00**      Apollo suite
- Improving your data for CRM and marketing*  
Host: Elaine Galvin, Commercial Director, SOS
- Scripting in SOS Connect: best practice*  
Host: Scripting Consultants, SOS

*Software hosting: key considerations*  
Host: Chris Cann, Cann Consultancy

*Social media for law firms*  
Host: Louise Eagle, Senior Marketing Officer, SOS

**13:00-14:00**      **Two course lunch and networking**  
The Atrium

**14:00-14:45**      **SOS User Group AGM**  
John Kay, National Chairman SOS User Group  
Wishaw Suite

**14:45-15:00**      **Open floor question**  
*What is the single most important addition/change SOS could undertake to assist your firm in the post Legal Services Act landscape?*

**15:00-15:45**      **Panel discussion and peer-to-peer debate**  
*Practicing law in the future: ways to succeed*  
Hosted by SOS National and Regional Chairs  
Wishaw Suite

**15:00-15:20**  
**15:25-15:45**      **Break-out roundtables\*** (20 minutes sessions)  
Apollo suite

*Improving your data for CRM and marketing*  
Host: Elaine Galvin, Commercial Director, SOS

*Scripting in SOS Connect: best practice*  
Host: Scripting Consultants, SOS

*Software hosting: key considerations*  
Host: Chris Cann, Cann Consultancy

*Social media for law firms*  
Host: Louise Eagle, Senior Marketing Officer, SOS

**15:45-16:00**      Coffee, Q&A, close

**Support clinics**  
Booths in Apollo suite  
Support staff

\*Between 12:15-13:00 and 15:00-15:45 to run alongside the Legal Aid and Practicing Law in the Future sessions there will be roundtables. With time to attend two 20 minute roundtables in each breakout period these will be informal sessions for delegates to discuss the selected theme and share ideas. The hosts will facilitate the debate and share specialist insights with the table.