

# 2016 LFS Conveyancing Conference and Awards

A Business Planning Day for Conveyancing Firms



Conference Sponsor



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The Vox, NEC, Birmingham  
Wednesday 14th September 2016



Join us on our stand for a coffee to  
find out how to get the most out of yours

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[www.tmgroup.co.uk](http://www.tmgroup.co.uk)

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# Foreword

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Welcome to the 2016 LFS Conveyancing Conference and Awards. As I write this in April with 5 months still to go, we are really pleased to say that this year's event will be the biggest and most interesting yet. We have more sponsors, more speakers and a record number of entrants into the Awards. All this and a fabulous new venue called the VOX, which is part of Resort World at the NEC in Birmingham.

We understand that with stamp duty deadlines and an improved market overall, conveyancers have never been under so much pressure. Being away from the office can seem like a daunting proposition. So this year we have designed the conference as a special business planning day, so that you and your team can take the opportunity to have an in depth review of your business and get the maximum possible benefit from a day away from your desk.

You will be able to select which seminars you are particularly interested in. These include Marketing, Information Technology or Regulation & Compliance and each topic will have its own dedicated room. We want to encourage firms to bring not only heads of conveyancing, but IT directors and COLP/COFA officers so you can use your time to brainstorm ways you can improve your business across all these interconnected areas.

Not only that, you will be able to mingle with many of the largest conveyancing firms in the country and share good practice and common problems. This event has now become the major conveyancing conference of the year and definitely one not to miss if your business relies heavily upon conveyancing income.

I look forward to seeing you all in September

**Richard Mathias**  
Sales Director  
Law Firm Services Ltd

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# Conference agenda

| Time          |  |                                |                                       |
|---------------|--|--------------------------------|---------------------------------------|
| 9.15 – 9.30   | Richard Mathias                                  |                                | Welcome                               |
| 9.30 – 10.20  | Keynote speaker: Grant Leboff - Sticky Marketing |                                |                                       |
| 10.20 – 10.30 | Ben Harris                                       |                                | TM Group                              |
| 10.30 – 11.00 | Coffee and Networking                            |                                |                                       |
|               | Break Out Session – Morning                      |                                |                                       |
| Hosted by     | Conscious Solutions                              | Lawyer Checker                 | Perfect Portal                        |
| Topic         | Marketing Your Law Firm                          | Regulation & Compliance        | Technology in the Modern Law Practice |
| 11.00 – 11.30 | David Gilroy<br>Conscious                        | Chris Harris<br>Lawyer Checker | Gary Hibberd<br>Agenci                |
| 11.30 – 12.00 | Rich Dibbins<br>Conscious                        | Simon Law<br>SLC               | David Espley<br>LexisNexis            |
| 12.00 – 12.30 | Jonathan Winchester<br>Shopper Anonymous         | Katie Jackson<br>Honne         | Richard Hinton<br>Pitsford Consulting |
| 12.30 – 1.30  | Lunch and Networking                             |                                |                                       |
| Time          |  |                                |                                       |
| 1.30 – 2.30   | Keynote speaker: Roger Martin-Fagg - The Economy |                                |                                       |
| 2.30 – 3.00   | Coffee and Networking                            |                                |                                       |
|               | Break Out Session – Afternoon                    |                                |                                       |
| Hosted by     | Conscious Solutions                              | Lawyer Checker                 | Perfect Portal                        |
| Topic         | Marketing Your Law Firm                          | Regulation & Compliance        | Technology in the Modern Law Practice |
| 3.00 – 3.30   | Grant Leboff<br>Sticky Marketing                 | Professional Indemnity Speaker | Edwin Diaz<br>Perfect Portal          |
| 3.30 – 4:00   | Rob Houghton<br>Really Moving                    | TBC                            |                                       |
| 4.00 – 4.30   | Trish Kinahan<br>Hazelwoods                      | David Gilroy<br>Conscious      | Stephen Ward<br>CLC                   |
| 4.30 – 4.45   | Close  |                                | Richard Mathias                       |



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# Breakout Sessions

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## Marketing Your Law Firm

Hosted by Conscious Solutions

You already do some marketing otherwise your law firm would not stay in business. Even with lots of work coming from repeat clients and referrals, sound marketing practice is a must in an increasingly competitive market. So, how do you really know what's working and what is not? The six sessions in this breakout stream will cover:-

- a marketing budget benchmark from over 40 law firms
- measurement and tracking of your marketing spend
- a live critique of three law firm websites
- what makes good sticky marketing
- what good social media engagement in 2016 involves
- the role of lead generation in a constantly changing digital marketing world



**Speakers include Rich Dibbins, David Gilroy, Grant Leboff, Rob Houghton and Trish Kinahan.**

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## Regulation & Compliance

Hosted by Lawyer Checker

Lawyer Checker will be hosting the Regulation and Compliance breakout session at the LFS Conference.

**Industry leading speakers will include: Chris Harris, Stephen Ward, Simon Law and Katie Jackson**



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## Technology in the Modern Law Practice

Hosted by Perfect Portal

The UK conveyancing industry is in a continuous state of change. Much of this change is driven by regulations and market pressures affecting the way that conveyancing firms approach their staff, their strategies and most importantly their clients. Conveyancers that embrace change are likely to be the firms that experience significant growth throughout 2016/2017. Assisting conveyancers ride the wave of change in the most efficient and profitable way possible are a range of companies working with conveyancers across the UK to improve the productivity of those they work with.

Join us in the IT Room to hear the latest conveyancing technology trends and solutions from various providers. Topics being discussed are:-

- How can IT help conveyancers deliver a better service
- Cyber Crime
- Consumer Demand and Changing Technologies
- 5 tips for profitable conveyancing – LEAP
- Using data to plan more effectively – The Conveyancing Map

**Speakers include, Edwin Diaz, Gary Hibberd, David Espley and Richard Hinton.**



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# Main Conference Speakers

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## Roger Martin-Fagg Economist turned strategist



A behavioural economist who focuses on behaviour and feedback loops which are largely absent from conventional models.

He began his career in the New Zealand Treasury, then moved into Airline Business Planning and teaching postgraduates all aspects of economics. He designed and ran the postgraduate diploma in Airline Management for British Airways before joining Henley Management College in 1987, where for 21 years he taught senior managers macroeconomics and strategy.

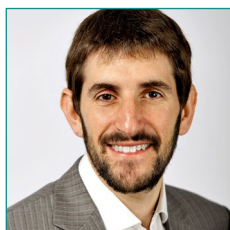
Roger is an independent teaching consultant. He has been external examiner to Bath University, worked with the Bank of England, three of the major UK clearing banks, advised a major London recording

studio for 15 years, and regularly talks to SME owners in the UK and Europe about economic trends. He is a visiting fellow to Ashridge, Warwick and Henley business schools.

Roger is a practical researcher. He focuses on how the economy really works and on the links between FT100 reward systems, the behaviour of banks and economic instability. He also researches his clients trading environment as a necessary component of his teaching. His book "Making Sense of the Economy" is in its fourth reprint.

He speaks at conferences around the world on the economic outlook and its impact on business. His quarterly Economic Update is sent to 1,200 SMEs.

## Grant Leboff one of the U.K's leading Sales and Marketing experts



His latest book, 'Stickier Marketing' went straight to #1 in the Amazon Sales & Marketing Chart, and was in the top 10 overall Business Chart, on publication, in February 2014. It provides companies with the new principles of marketing so they can thrive in a digital world.

This follows the success of Leboff's two other titles 'Sales Therapy' and 'Sticky Marketing' both of which were in Amazon's top 10 Business Books, and #1 in the Sales & Marketing bestsellers chart.

A thought leader in his field, Leboff's main focus is to address the massive changes that are taking place in a world that is constantly being introduced to new technologies and an evolving World Wide Web. He continually challenges Sales & Marketing conventions that become accepted wisdom, but don't necessarily deliver results.

Having built a successful direct marketing company, which he started in 2002, Leboff sold it in 2008. As well as working as a Non Executive Director, he now has a number of business interests.

Sticky Marketing Club® Ltd., is a strategic consultancy providing companies with Sales & Marketing strategies to thrive in a digital world.

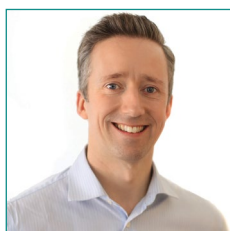
The Sticky Communication Agency Ltd., creates and distributes content, and manages its clients' social media presence, to ensure their digital marketing is implemented successfully.

Leboff's Sales and Marketing portal, [stickymarketing.com](http://stickymarketing.com) produces a wealth of resources and information on effective Sales and Marketing for business in an ever changing business environment.

He is a highly sought after consultant and speaker, and constantly makes presentations at conferences and events all over the world.

Leboff is a Fellow of both The Institute of Direct and Digital Marketing and The Institute of Sales and Marketing Management, as well as being a regular contributor to many business magazines and newspapers. Amongst others, he has been featured in the Daily Telegraph, The Independent, The Financial Times, The Daily Mirror and The Sun, and has appeared on BBC Radio on numerous occasions.





## Ben Harris



Ben joined TM Group as a Director in 2012, having previously headed up the UK's largest Estate Agency network where he was heavily involved in the industry's efforts to improve the home moving process and increase overall transactional transparency for all involved. Recognised over the last few years as one of the most influential online

property experts, Ben has a particular passion for how firms can be more effective in serving their customers' needs using the latest technology available.

# Dinner and Awards Agenda

| Time             | Event   | Sponsor  |
|------------------|---|--|
| 6.30pm           | Champagne Reception   | <br>The complete <b>SEARCH</b> service                |
| 7.15pm           | Dinner  | <b>stewart title</b><br><i>Real partners. Real possibilities.™</i>   |
| 9.15pm – 10.30pm | Conveyancing Awards   |  |
|                  | Sponsored by<br><br><b>Groundsure</b><br>LOCATION INTELLIGENCE |  |
| 10.30pm          | Music & Dancing   |  |
| 10.30pm          | Winners Drinks/Champagne  | <br><b>Groundsure</b><br>LOCATION INTELLIGENCE      |
| 1.00am           | Casino Party Pit  |  <b>SearchesUK</b><br><i>...your search is over</i> |



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# Evening

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## Champagne Reception

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## Gala Awards Dinner

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**stewart title**

*Real partners. Real possibilities.™*

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## Photo Booth & Casino Party Pit

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## Winners Champagne/Drinks

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