



Mackrell International  
Americas Regional Business Meeting  
8th - 10th November 2024

Hosted by:



# Meeting Agenda

Our in-person meetings are the beating heart of the MI network – and we make sure that the Business Agenda gives you the best chance of connecting, re-connecting and engaging with other interesting people as much as possible. It also aims to tackle some of the key issues affecting lawyers and law firms around the world and to create ‘a-ha’ moments of insight and surprise for you.

## Business Agenda – Saturday 9th November

9.20 am	Opening/Welcome	Keith Heddle, MD
9.30 am	Keynote from the Chair	Sev Carlson
9.40 am	Host Welcome & Introduction	Velloza Advogados
09.50 am	The MI 'red badges' – welcome to our new faces Update on new members Worldwide.	MD
10.10 am	<p><b>MI Panel discussion – The Law Firm of the Future</b></p> <p>How are midsize, independent firms tackling some of today's key business issues and the key to tomorrow's success?</p> <ul style="list-style-type: none"> <li>· Succession planning</li> <li>· Balance between new generation wanting clarity, purpose and 'quick gratification' and occasionally senior Partners' reluctance/inability to do things differently or to hand over the reins?</li> <li>· How to maintain and develop staff and reduce staff turnover?</li> <li>· Hybrid working and law firm culture – how have you adapted?</li> </ul>	
10.55 am	Coffee & Networking	
11.20 am	<p><b>Dynamic Business Networking</b></p> <ul style="list-style-type: none"> <li>- Who can I introduce you to?</li> </ul>	ALL
11.40 pm	<p><b>What are you / your firm doing in terms of growth?</b></p> <p>Dynamic business roundtables</p> <ul style="list-style-type: none"> <li>- New BD initiatives?</li> <li>- Lateral hires?</li> <li>- Merger?</li> <li>- Marketing initiatives?</li> <li>- Cross-selling?</li> <li>- New areas of practice? New sectors or geographies?</li> <li>- Targeting competitors?</li> </ul> <p>Summaries from the floor</p>	ALL
12.20 pm	Lunch	

<b>1.20 pm</b>	<b>Dynamic Business Networking</b> - Who can I introduce you to?	<b>ALL</b>
<b>1.40 pm</b>	<b>MI Panel discussion – Law Firm Profitability</b> What are we all doing to make our firms more profitable? What areas can we improve upon? Management of the firm - controlling (fixed) costs Increasing revenues / cross-selling Invisible profit killers and write offs Billing/collecting	<b>Panel TBA</b>
<b>2.20 pm</b>	<b>Election Americas IC Representative</b>	
<b>2.30 pm</b>	<b>AI and the death of the billable hour?</b> - How is AI affecting your firm? - What are your clients saying? - Do you foresee a change to your pricing model / to your firm recruiting policies / to your training needs? Summaries - All	<b>ALL</b>
<b>3.05 pm</b>	Coffee & Networking	
<b>3.35 pm</b>	<b>Quick wins – what have you/your firm done?</b> Dynamic roundtables - Increased efficiencies? - Raising rates? - Use of AI? - Better database utilisation? - Leveraging MI? Summaries from the floor	<b>ALL</b>
<b>3.55 pm</b>	<b>Preview of our next in-person meetings</b> · AGM in Singapore in 2025 · EMEA in Milan in 2025 · Americas in Boston in 2025 · AGM in Madrid in 2026	
<b>4.15 pm</b>	Summary and closing statements	<b>MD / Chair</b>
<b>4.25 pm</b>	Close & evening preview	