



Mackrell International
EMEA Regional Business Meeting
27th - 29th September 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 – Friday 27th September

14.15 pm	Opening/Welcome	Keith Heddle, MD
14.25 pm	Host Welcome & Introduction	STHS, Bulgaria
14.35 pm	Address from the MI Chair	Sev Carlson
14.45 pm	The MI 'red badges' – welcome to our new firms and new faces	Hosted by MD and EMEA IC
15.05 pm	Coffee & Networking	
15.30 pm	Keynote Speaker - Ms. Milena Stoycheva <i>Open Innovation: How to embrace change management</i>	Ms. Milena Stoycheva
16.30 pm	EMEA Highlights – did you know?	MD
16.45 pm	Close & evening preview	MD / STHS

Business Agenda – Saturday 28th September

09.15 am	Are you boring?	Keith Heddle, MD
09.20 am	Dynamic Business Networking – 'Speed Dating' Who can I introduce you to? Summaries from the floor	MD / All
09.40 am	What are you / your firm doing in terms of growth? Dynamic business roundtables <ul style="list-style-type: none"> • New BD initiatives? • Lateral hires? • Merger? • Marketing initiatives? • Cross-selling? Summaries from the floor	
10.10 am	Dynamic Business Networking – 'Speed Dating' <i>Who can I introduce you to?</i> Summaries from the floor	MD / All
10.30 am	Coffee & Networking	
11.00 am	The law firm of the future – MI Panel Discussion <ul style="list-style-type: none"> • How are midsize, independent firms tackling some of today's key business issues and the key to tomorrow's success? • Succession planning, • 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? • How to maintain and develop staff and reduce staff turnover? [Panel line-up to be confirmed]	All

11.45 pm	Quick wins – what have you/your firm done? Dynamic roundtables <ul style="list-style-type: none"> • Increased efficiencies? • Raising rates? • Use of AI? • Better database utilisation? • Leveraging MI? Summaries from the floor	MD / All
12.15 pm	Lunch	
13.30 pm	AI and the death of the billable hour? 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	Harold Godsoe
14.00 pm	Keynote Speaker - Mr. Rosen Plevneliev Economic and strategic challenges for Europe and the importance of the CEE region.	Mr. Rosen Plevneliev
14.45 pm	Update on EU GDPR rules and regulations for all firms doing business in EU	Henrik Nilsson and Guillem Valencia
15.00 pm	Preview of Future Meetings	Keith Heddle Sev Carlson
15.30 pm	Summary and coffee and networking	