

STRATEGIC PRICING MASTERCLASS

With Nigel Haddon of Burcher Jennings

LONDON | TUESDAY 5TH AND WEDNESDAY 6TH MARCH 2019

Pricing is a key area for law firms and an area that can have a huge impact on profitability.

This highly interactive two-day Masterclass will consider:

- *Pricing concepts and the financial impact of pricing on the firm*
- *Pricing strategies and tactics*
- *Implementation: Pricing the client and documenting the arrangement*
- *Pricing case studies*
- *Implementation – embedding a pricing culture*

COURSE LEADER:

Nigel Haddon – Burcher Jennings

BURCHER / JENNINGS
LEGAL PRICING & COSTS CONSULTANTS



With more than eight years as the Managing Partner and CEO of regional law firm SAS Daniels LLP, Nigel comes to the role at Burcher Jennings with the kind of career context that makes him both invaluable and unique in

his ability to understand the needs of his clients. In total, Nigel has 30+ years as a practicing solicitor - at five different law firms - and led SAS Daniels through four successful mergers and acquisitions, so his understanding of the pertinent issues runs deep.

One of the ways in which those who have worked with Nigel have identified him as unique is the insight he has into both the position of a lawyer working as a lawyer, and a lawyer working as a manager, as well as the skills that are required to balance the two. He is one of the few professionals able to practically assist legal businesses to achieve transformational change.

COMMENTS FROM PARTICIPANTS WHO ATTENDED THE MASTERCLASS EARLIER THIS YEAR:

“I thought it was fantastic. It showed new ideas for how to approach billing which should increase profitability whilst reducing the usual stress associated with billing and costs.”

“Divine intervention.”

“Really excellent informative, thought provoking course. Well presented by Nigel who has an easy accomplished style of delivery.”

“Inspiring workshop offering real alternatives to current method of pricing files.”

“It was successful in opening up many opportunities for our business to improve on fee income just from changing a mind-set. It was probably the best course I have ever attended.”

“It was an excellent course and was extremely thought provoking as to how legal services are priced.”

“It was a thought provoking workshop and has provided me with momentum to review the way we deal with our pricing. The firm is undergoing a lot of change, which is in accordance with our strategic thinking and plan, and I would put pricing in the top 3 things we need to consider.”

“I am over 20 years qualified and have run my own firm for the last 6 years. I can say that this workshop was the most practically helpful, eye opening, well run and presented course I have attended in my career. As a small business, it is the best investment I could have made, already repaying me. Simply, it has accelerated my firm’s growth by many years and given me the tools and instruction to make my firm what I have always wanted it to be, but without knowing how to get there. It has switched on a bright light! Many thanks to Andrew and Nigel. I will definitely be there for the refresher courses.”

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Legal Consulting

COURSE CHAIR:

Andrew Otterburn



Andrew Otterburn has advised approximately 250 firms on management, strategy, and profitability, in particular through retreat facilitation and management skills training. The 3rd edition of his book, *Profitability and Law Firm Management* was published by the Law Society in London in 2016. He is the former vice chairman of the Law Management Section and a founding member of the Law Consultancy Network.

The Masterclass takes place at Grays Inn and starts at 9.30am on both days, finishing at 4.15pm on day one and 3.45pm on day two.

REGISTRATION FORM

£1,500 for one delegate (£1,800 Including VAT), £2,800 for two delegates (£3,360 including VAT). Includes course materials, a full set of Burcher Jennings pricing templates and sandwich lunch both days.

Title/First name/Surname		Email	
Title/First name/Surname		Email	
Firm name			
Address			
Telephone			
Any special dietary requirements?			

Please note that fees are non-refundable if cancellations are received less than 14 days before the event, but delegates may be substituted at any time. We reserve the right to change the programme due to circumstances beyond our control.

Enquiries: andrew.otterburn@otterburn.co.uk

Tel: +44 (0)1484 682928 www.otterburn.co.uk

Post to: Otterburn Legal Consulting LLP, 1 Holme View Park, Holmfirth, HD9 3HS, UK

Payment: Please arrange bank transfer to: SORT CODE: 30 94 43 ACCOUNT: 00230522