

Focusing on What Matters



The AESC Americas Conference

March 5 – 6, 2008

Metropolitan Club, New York

SMALL FIRM FORUM

Thursday, March 6, 2008

8:00 AM – 1:00 PM

8:00 – 9:00 AM Continental Breakfast

9:00 – 12:00 AM *Focusing on What Matters: Your Clients, Your Firm, Your Risks.*

Focusing on Your Clients: Providing Maximum Value

- How are you providing maximum value to your clients? Are you doing it differently than 2-5 years ago? What is working? What hasn't worked?
- What are you doing that makes your relationship with the client consultative vs. transactional?
- How has your model changed to provide more long term relationships?
- What changes do you see occurring in the next 1-5 years in your sector(s) and the business? How are you preparing for the changes?

Focusing on Your Firm: Building, Acquiring, Selling

Leslie Cariani, Partner, HNCL; Paul Heller, President, Cromwell Partners; and Judee von Seldeneck, Chairman Diversified Search, Ray & Berndtson will open the conversation:

- Best models for building internal talent. How the large firms develop talent.
- Building through acquisition of outside talent:
 - Identifying options
 - Individuals/ firms
 - Search consultants/corporate executives
 - Within your sectors/expanding your sectors
 - Within your geography/expanding your geography
- Valuing acquisitions
- When selling makes sense: When closing the door makes more sense

- How global reach is best achieved
- Succession plans; models that work

Focusing on Your Risks: Avoiding Risk and Legal Liability

Due to recent changes in relationship management, client expectations and professional liability, the AESC undertook a review of the key areas of exposure to liability. AESC examined terms and conditions of engagement in an effort to develop best practices. Peter Felix, AESC President, and James Hostetler, AESC General Counsel, will lead an exchange of ideas about where the risks are, and how firms can mitigate their risks.

- Misrepresentation and Negligence
- Discrimination
- Terms & Conditions That Provide Clarity & Protection
 - Consultative vs. transactional agreements
 - Separating terms and agreements from letters of engagement
 - Owning the “control “ document
 - Caveats for guarantees and off-limits
 - Identifying when agreements can be changed
 - Ownership of work product
 - Client obligations
 - Indemnifications /limits of liability

12:00 – 1:00 PM Luncheon