

# What General Counsel Want

*The direct, candid voice of the client—and what it means for your practice*

Have you ever wondered why clients hire and fire law firms? Well, wonder no more! Join us for a robust, candid discussion with four distinguished in-house counsel—across a variety of industries—on the reasons why firms are hired and fired and the evolving nature of the relationship between clients and outside counsel. Learn how to initiate, build, and maintain all-important business relationships.

Learn the keys to success at MCLE. Can you afford not to come?

## Agenda and written materials

- ▶ **Impact of Globalization, Firm Consolidation, and Outsourcing of Legal Work for Businesses, In-House Counsel, and Law Firms**  
Hiring, firing, and managing relationships and costs
- ▶ **Law Firm Gestures—Big and Small—and the Results**  
Going behind the corporate curtain on client service, case management, and fee concessions
- ▶ **Hiring Outside Counsel in Uncharted Territory**  
How in-house counsel find and hire outside counsel in unknown subject matters and unfamiliar geographic areas
- ▶ **“Say It Isn’t So”: Circumstances That Have Led In-House Counsel to Terminate the Engagement**  
Practical tips for avoiding terminal outcomes
- ▶ **Alternative Billing Arrangements**  
What has worked and what has not—and why
- ▶ **Concrete Suggestions for Changing the Traditional Ways in Which Legal Services Are Delivered**
- ▶ **Litigation v. Transactional Matters**  
How the roles of in-house and outside counsel change for different matters and how they have evolved over time in each practice area
- ▶ **Outside Counsel Communication Styles That Do and Do Not Work**  
What, when, how, and why
- ▶ **How Outside Counsel Can Add Value and Distinguish Their Services from That of Competitors**
- ▶ **“Ask the Experts” Q&A Session**

## FACULTY

Richard M. Zielinski, Esq.  
*Goulston & Storrs, PC, Boston, Chair*

Michael D. Chartock, Esq.  
*Gordon Brothers Group, Boston*

Robert A. Licht, Esq.  
*Biogen Idec Inc., Weston*

David S. Mackey, Esq.  
*Anderson & Kreiger LLP, Cambridge (formerly General Counsel, Massachusetts Port Authority)*

Lon F. Povich, Esq.  
*BJ’s Wholesale Club, Inc., Westborough*

## BOSTON

2:00 p.m. – 5:00 p.m.,  
Thursday, October 24, 2013  
MCLE Conference Center,  
10 Winter Place, via Winter Street  
Program No. 2140034P01

## LIVE WEBCAST

2:00 p.m. – 5:00 p.m.,  
Thursday, October 24, 2013  
Register at [www.mcle.org](http://www.mcle.org)  
Program No. 2140034WBC

## RECORDED WEBCAST

9:00 a.m. – 12:00 noon,  
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  - ▶ \$105
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- ▶ **WALK UP** on the day of the program or **DROP IN** to MCLE’s bookstore, Monday – Friday, 8:30 a.m. – 5:30 p.m.

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2:00 p.m. – 5:00 p.m.

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