

ACLA MasterClass – Value Pricing

ACLA, together with Allocatur Consulting and John Chisholm Consulting, are excited to bring to Melbourne the world renowned speaker, author and pricing expert, Ron Baker from the USA.

You can find out more about Ron at <http://www.verasage.com>. His stated mission is “*To, once and for all, bury the billable hour and timesheet in the professions*”.

Ron will help you understand the benefit of moving your organisation away from simply engaging law firms on hourly rates to a value based engagement which will not only result in more certainty of fees, quality of work and service, but also achieve a far more mutually productive and ongoing successful relationship.

Ron Baker’s focus will be on challenging the current relationship and business model adopted by many in the legal profession with thought provoking discussion and debate, and presenting a new model that is being adopted by clients and their professional service firm advisors world wide.

Value pricing has been talked about for years and is currently the subject of much discussion in Australia. Sadly, too often it is simply that – discussion. This session is about making it a reality in your organisation and encouraging you to adopt the model. You will hear how professional service firms have successfully moved to a value pricing model, how clients love it and gain insights into the challenges and successes using real examples.

Ron will be assisted in the session by Liz Harris and John Chisholm, who will be able to add the Australian perspective to the discussion.

This is a great opportunity not to be missed, and unlikely to be repeated.

Places are very limited and details of the event are:

- Date:** 25 August 2009
- Time:** 9am to 12pm
- Location:** RACV City Club, 501 Bourke Street, Melbourne
- Cost:** \$385 incl. GST
- RSVP:** by Thursday 20 August, please complete the registration form and return to ACLA with payment details.

Short biographies of the presenters:

Ron Baker (<http://www.verasage.com>)

Ron is the founder of VeraSage Institute, a think tank dedicated to teaching *Value Pricing* to professionals around the world. Ron is truly one of the world's thought leader in the professions especially when it comes to pricing. He is a frequent speaker at events and conferences, and a consultant to professional service firms around the world. He is the author of a number of best selling books written specifically for the professions and 3 of his pocket books published by the US Association of Chartered Certified Accountants *Burying the Billable Hour*, *Trashing the Timesheets* and *You Are Your Customer List* being available free at <http://www.verasage.com/index.php/resources/C55>.

Ron has toured the world, spreading his *Value Pricing* message to over 90,000 professionals.

Liz Harris (<http://www.allocatur.com.au>)

Liz is an Australian solicitor who, for over 20 years has advised clients and professionals about hourly billing practices and alternatives to hourly billing. She has presented seminars and papers on value billing and made submissions to government on regulation of the Legal Profession and how it impacts on value billing arrangements.

Liz has worked with clients to put value billing arrangements in place, including arrangements utilising benchmarking to establish value. She regularly consults to clients of lawyers facilitating the lawyer/client relationship and reviewing the management of external legal costs.

John Chisholm (<http://www.chisconsult.com>)

John was previously a partner and Managing Partner at Maddocks, and Chief Executive of Middletons. John established his own consultancy in 2005 to share his expertise and experience with professional service firms in Australia, New Zealand and worldwide who look to maximise their business performance. He now speaks, trains, facilitates, coaches and consults.

John works with many law firms (and their clients) around Australia assisting them with both a mindset change, and the practical implementation and application of, moving towards value pricing.

REGISTRATION FORM

ACLA MasterClass – Value Pricing – 25 August 2009

Please retain a copy of this form as a tax invoice: ABN 97 003 186 767

Fill in one form per person. Fax back to: (03) 8616 0201 or post with your payment details completed below or cheque attached to: Australian Corporate Lawyers Association, Suite 2, Level 1, 620 Bourke Street, Melbourne Vic 3000

Mr/Mrs/Ms

First name

Last Name.....

Position

Company.....

Address.....

.....

..... Postcode

Telephone.....

Fax.....

Work Email.....

Personal Email.....

ATTENDANCE FEES

Registration fee: \$385 incl GST

I wish to pay \$ by cheque, made payable to Australian Corporate Lawyers Association, or debit my credit card as follows:

Amex M/card V/card

Cardholders name

Card no.

Expiry date

Signature:.....

CONFIRMATION OF YOUR REGISTRATION

A confirmation receipt will be emailed to you. If you have not received one within 7 days, please call Louise Trewarne, Member Services Manager, on 1300 558 550 or email membership@acla.com.au to ensure your form has been received.

CANCELLATION

A full refund, less \$100 service charge, will be made for cancellations up to 10 days prior to the conference. No refunds will be made after this time. You may send a substitute in your place if you are unable to attend.

LIABILITY

In the event of any losses or added expense being incurred in relation to the conference, there shall be no liability attached to the Australian Corporate Lawyers Association or the conference organising committee.

CPD Rules 2009

If this particular education activity is relevant to your immediate or long term needs in relation to your professional development and practice of the law, then you should claim one unit for each hour of attendance, refreshment breaks not included.

PRIVACY STATEMENT

ACLA collects personal information about you so that we can provide you with the services you have requested, or to offer you other services which may be relevant to your needs, or for both these purposes. We may disclose personal information about you to third party contractors (eg mailing houses, conference organisers), but if we do so we take steps to ensure that your privacy is respected. If you would like access to the personal information we hold about you, please contact Louise Trewarne, Member Services Manager, on: 1300 558 550. If you do not want to receive any promotional material about the services we can offer you, please tick the following box: