



WESTMINSTER
LEGAL POLICY
FORUM

Innovation in legal services - technology, skills and new business models 19th March 2013

Seminar supported by:

LAWYERS ON DEMAND

CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

Contents

<u>About this Publication</u>	3
<u>Agenda</u>	4
<u>Session Chair's opening remarks</u>	
Jonathan Djanogly MP , Parliamentary Under-Secretary of State for Justice (2010-2012) (<i>transcript</i>)	6
<u>'Tomorrow's lawyers' - next steps for an evolving market place</u>	
Professor Richard Susskind , IT Adviser to the Lord Chief Justice of England and Wales; President, Society for Computers and Law; and Chairman, Advisory Board, Oxford Internet Institute (<i>transcript</i>)	7
Questions and comments from the floor (<i>transcript</i>)	13
<u>Technological innovation and online services - business, lawyer and consumer perspectives</u>	
Mark Edwards , Corporate Vice President and General Manager, Rocket Lawyer UK (<i>transcript</i>)	17
Professor Scott Slorach , Board Member, Education & Innovation, The University of Law (<i>transcript</i>)	19
Neil Rose , Editor and Founder, <i>Legal Futures</i> (<i>transcript</i>)	21
Steve Brooker , Consumer Panel Manager, Legal Services Consumer Panel (<i>transcript</i>)	23
Andy Sparkes , Director of Strategy and Business Development, LexisNexis (<i>transcript</i>)	25
Questions and comments from the floor (<i>transcript</i>)	27
<u>Session Chair's closing remarks</u>	
Jonathan Djanogly MP , Parliamentary Under-Secretary of State for Justice (2010-2012) (<i>transcript</i>)	32
<u>Session Chair's opening remarks</u>	
Emily Thornberry MP , Shadow Attorney General (<i>transcript</i>)	33
<u>Outsourcing and offshoring - trends, limitations and long-term implications</u>	
Professor Mari Sako , Professor of Management Studies, Saïd Business School, University of Oxford (<i>transcript</i>)	34
Mark Ross , Vice President of Legal Process Outsourcing, Integreon (<i>transcript</i>)	36
Jonathan Brenner , Co-Founder, Lawyers On Demand (<i>transcript</i>)	38
Questions and comments from the floor (<i>transcript</i>)	40
<u>Delivering legal services to the consumer - new approaches to branding, marketing and billing</u>	
Sue Bramall , Managing Director, Berners Marketing (<i>transcript</i>)	46
Christina Blacklaws , Director of Policy, Co-operative Legal Services (<i>transcript</i>)	48
Rob Hailstone , Founder, Bold Legal Group (<i>transcript</i>)	50
Questions and comments from the floor (<i>transcript</i>)	52
<u>Regulation for a diverse and innovative sector</u>	
Crispin Passmore , Strategy Director, Legal Services Board (<i>text submitted by speaker</i>)	56
Questions and comments from the floor (<i>transcript</i>)	61
<u>Session Chair's and Westminster Legal Policy Forum closing remarks</u>	
Emily Thornberry MP , Shadow Attorney General (<i>transcript</i>)	64
Marc Gammon , Producer, Westminster Legal Policy Forum (<i>transcript</i>)	65
<u>List of Delegates Registered for Seminar</u>	66
<u>Contributor Biographies</u>	72

About this Publication

This publication reflects proceedings at the Westminster Legal Policy Forum Keynote Seminar: Innovation in legal services - technology, skills and new business models held on 19th March 2013. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Legal Policy Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Legal Policy Forum are acknowledged. We would also appreciate being informed.

Westminster Legal Policy Forum

4 Bracknell Beeches
Old Bracknell Lane West
Bracknell
Berkshire RG12 7BW

T: 01344 864796

F: 01344 420121

publications@westminsterforumprojects.co.uk

Directors

Peter van Gelder

Chris Whitehouse