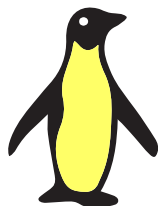


Tuesday 21st May 2024

VBP

Value-Based Pricing for Proactive Lawyers

A workshop to help lawyers work smarter
not harder and increase their fee income
and client satisfaction.



**big yellow
penguin**

One day masterclass for Proactive Lawyers



Arrive

21st May 2024



Where

Your home or office!
The event will be held in the
BYP REMO
Conference Space

Introduction - Why Now?

The law firm model has changed. The legal industry is changing at a pace like never before, as the American author William Gibson wrote, "The future is already here—it's just not very evenly distributed."

Make no mistake...the professional services market, in its current form, is being disrupted. Value-based pricing is happening already in legal services and those firms that are leading the way are reaping the rewards.

The ultimate goal of this event is to ignite a spark in lawyers minds to help them to really look at implementing value-based pricing and give clients choice.

During the workshop sessions we will enhance the power of the crowd and get lawyers working together in groups to start discussing, debating and creating price options for the work area in which they practice.

These options will reflect the value they deliver to their clients, not the time spent.

During the event, delegates will receive an introduction to:

- The basic principles of value-based pricing.
- Receive the results of the pricing confidence surveys that delegates will have completed prior to the conference.
- Gain an understanding of the benefits that value-based pricing brings to clients, law firms and, most importantly, the lawyers.
- Learn about what clients actually want from their lawyers.
- Participate in group exercises to help them understand clients' priorities and create fixed price agreements with pricing options, which give clients choice.

The ultimate goal of this event is to
ignite a spark proactive in lawyers

Aims and objectives

We make no bones about it; this event has ambitious aims for lawyers. They are: -

1

To bring together lawyers from all over the UK and further afield with a desire for change and a thirst for knowledge.

2

Create an event enabling lawyers to meet in a relaxed atmosphere, learn and exchange views, ideas, thoughts, and information about pricing and capturing value.

3

Create pricing tools and templates for lawyers to use in their day-to-day businesses.

4

Where appropriate, blatantly, unashamedly, unreservedly, without fear or favour learn about and challenge the established model of charging by the billable hour, and create pricing options and gain confidence in asking for higher fees.

Course leader



Shaun Jardine
Big Yellow Penguin Ltd

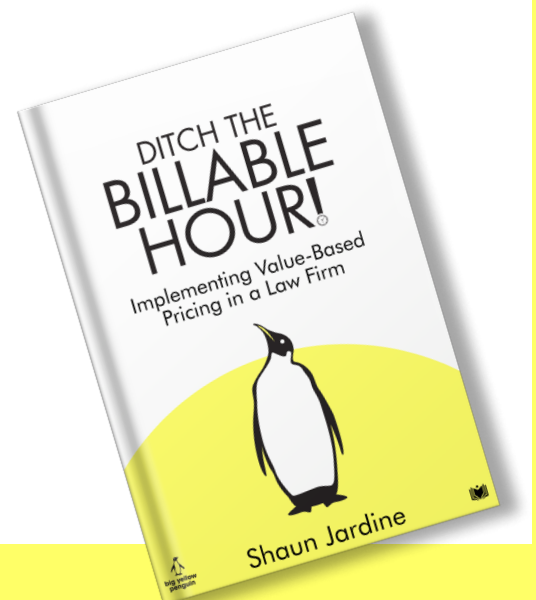
Get in touch at
+44 (0)7866 447603
bigyellowpenguin.co.uk

UK-based Shaun Jardine is unashamedly and unapologetically a disruptor and an iconoclast.

As a solicitor, commercial director, and former law firm CEO of a top 250 law firm, Shaun has a unique insight into what makes law firms tick and how to exploit the good bits and ditch the bad.

In 2021, after visiting the US and liaising with lawyers in Australia, Shaun achieved a long-held ambition when he led the design and implementation of a value pricing project. Later that year, Shaun founded Big Yellow Penguin to encourage and help lawyers and law firms to move on from the 20th century and adopt practices, including value pricing, which will make their futures more secure, both financially and operationally, and enjoy practicing their craft again.

Author of Ditch The Billable Hour!



21st May 2024

9:00am

Arrival, networking and coffee (bring your own coffee!)
Delegates join the event and network in the main BYP Conference meeting room.

9.30am

Welcome and introductions

Session 1

9.45am - 10.00am

The Pricing Confidence Survey Results – what do they reveal?

Introduction to value-based pricing

Session 2

10.00am - 10.45am

- What is value?
- Why speed is bad
- Customer selection
- Fixed Price Agreements
- Creating options

10.45am - 11.00am

Break

Group work

Understanding what clients want and creating pricing templates

Session 3

11.00am - 12.45pm

Working in groups, delegates will start creating options for their Fixed Price Agreements. Delegates will work together to create a list of assumptions and exclusions and create a gold, silver, and bronze option package for their practice area.

12.45pm - 1.00pm

Break

Session 4

1.00pm - 1.30pm

Presenting options to prospective clients

Final thoughts and wrap up

Session 5

1.30pm - 2.00pm

The REMO platform will remain open until 2pm.

Hear from owners of law firms who have completed their value-based pricing journey and don't bill by the hour. If you don't believe it can be done, ask questions from people who have done it!

Frequently Asked Questions

What technology will you use to deliver this event?

We will be using the latest virtual conference software REMO. The technology will be managed by a technical team from their UK reseller Business Buzz who have carried out over 600 events to date.

I don't know how to use the REMO software. Will you show us?

Yes. It's simple to understand.

Each delegate will be sent detailed joining instructions prior to the event. The software is very intuitive and Buzz technical staff will be available on the day to deal with any issues which may arise.

Have REMO events like this been held before in the legal sector?

Yes. Big Yellow Penguin has organised a number of events using this tech including a VBP event held on 11th July and 28th November 2023. (delete iconoclast reference) Lawyers from all over the world have attended BYP training on the REMO platform. The delegates loved it!

What does the virtual room look like?

Like this!



I see you are reporting on a pricing confidence survey/ How does that work?

We will provide delegates with a link to a survey prior to the event. The survey is anonymous and only you will know how you have voted.

We will provide delegates with the results of the survey during the event and talk about general trends from those who have participated.

Five hours is a long time to be in a virtual meeting. Will there be breaks between presentations so that delegates can obtain refreshments and have comfort breaks?

Yes. Delegates can of course have comfort breaks and network with each other and sponsors.

How many lawyers will attend?

At our event on the 28th November, we sold out. We had 100 delegates book to attend. This event will be limited to 100 delegates.

Will the event be recorded?

Yes, the main speaker sessions in the theatre will be available after the event. The workshop elements will not be recorded.

Testimonials

One of the questions in your mind will be, “Are you any good at training and implementing value-based pricing?”

You would of course expect us to say “yes.” So... yes, we are! But please don't take our word for it. Here is some of the feedback we have received from delegates who have attended our training events.

“The course was insightful and inspiring. The content was delivered in a light manner which made it easy to absorb and comprehend (the song when we entered the theatre was particularly fun and delivered a very effective message). The speakers were open, honest and knowledgeable. Thinking about it, if I had one phrase to sum it up it would be “Valuable knowledge gained”.

“It was a great event and I really enjoyed it.”

“Inspirational and confidence building”!

“Having the opportunity to speak with other lawyers was brilliant and very useful.”

“Excellent event. I enjoyed the discussion very much. Content and delivery were fantastic and the table I was working with were genuinely engaged in trying to solve the problem.”

“A step away from tradition but a step closer to evolution”

“Insightful, engaging, well run”

“Superb - if you weren't there then you have missed out”

“Really enjoyed the event - well done. You must be shattered now!” (I was)

“I must say I have never attended a virtual conference quite like this, the software was phenomenal, and the delegates were diverse yet like-minded.”

“Really informative and empowering.”

And a few other nice comments we have received about our training and presentations include:

“I thought I knew a lot about Value Pricing. Then I met Shaun Jardine. Not only is Shaun able to bring the concept to life with rich detail and his trademark enthusiasm, but he's actually been there and got the t-shirt from his time as CEO at Brethertons. He's also an absurdly helpful and generous individual, and one that could inject tremendous value into any business hoping to better leverage their expertise. Could not recommend his Value Pricing Training highly enough”.

Dan Holt
B2B Professional Services

“Shaun's greatest achievement was the production and roll out of the value pricing programme across the firm.

His energy and sense of purpose are infectious. People absorb that energy and make things happen.”

Alison McCormack
CEO - Brethertons LLP

We hope you like what you have read

We hope you are enthused.

We hope you want to learn how to price your services more effectively and make more money.

Booking form

Visit: www.bigyellowpenguin.co.uk/events

Click on the link to the Value-Based Pricing for Proactive Lawyers event and book your ticket on line.

Cost

£99.00 plus VAT £19.80 = **£118.80**
(for a single ticket)

£275 plus VAT £55.00 = **£330.00**
(up to five tickets)



For further information and to
book your place contact:

Shaun Jardine
Big Yellow Penguin Ltd

shaun@bigyellowpenguin.co.uk

www.bigyellowpenguin.co.uk

Tel: 07866 447 603