

Oracle – agenda, delegate list & table plan

Topic: Deciding whether merger/acquisition is the right strategy?

Leading the debate:



Andrew Hedley, Hedley Consulting

Andrew has extensive experience of professional service merger activity over the last decade - as Business Development Director of one of the UKs largest law firms and latterly as a consultant advising a range of professional service firms on strategy.

During his period at Pinsents in its various guises from 1999 until 2005, Andrew worked closely with the Senior and Managing Partners on a range of merger and strategic alliance projects included the merger between Pinsent Curtis and Biddle in 2001, the incorporation of the Garretts' operation in Birmingham in 2002 and the merger between Pinsents and Masons to form Pinsent Masons in 2004.

As a consultant, his work is focused on assisting the leaders of professional firms in creating actionable strategies. A key component of his portfolio is the evaluation and subsequent implementation of the merger and acquisition route as an option for the achievement of objectives.

Round the table:

Carol Clinton, Head of Business Development, **Savills**

Geoff Dodds, Consultant, **Geoff Dodds Consulting**

Stephen Goddard, Commercial Development Director, **Kester Cunningham John**

Tim Hill, Business Development Manager, **Taylor Vinters**

Diana Johnson, Business Development Manager, **Prettys**

Julie Murphy, Marketing Director, **Mills and Reeve**

Claire Nunes, Managing Partner, **Crossmans**

Mary Porch, Business Development Manager, **Ward Gethin**

Organisers:

- o Maggie Taylor, Principal, **Prima PR & Marketing**
- o Mandi Short, Partner, **The Progressive Business Group**

Running order:

12:00 – 12:15pm	Arrivals, drinks, meet and greet and select food
12:15 – 12:30pm	Starters served and welcome - Maggie Taylor, Prima PR – followed by roundtable introductions
12:30 – 12:45pm	Opening the debate – Andrew Hedley, Hedley Consulting
12:45 – 1:40pm	Structured discussion over lunch
1:40 – 1:50pm	Summing up - Mandi Short, The Progressive Business Group
1:50 – 2:00pm	Photography outside
2:00pm	Close

Round the table

Is merger/acquisition the right strategy? - do professional firms have a clear vision, a strong strategy and is their culture right for a merger or acquisition? How do firms determine their fit with another and what is the attraction for each party, how important is this?

Internal communications - how do you decide on the 'merged' name, logo & brand values, manage the politics and gain buy-in from employees, encouraging client sharing & cross selling?

External communications - how do you handle the effect on the merged client base, how will it be seen by other stakeholders, who controls the release of information, how do you keep the communications process tight and manage the message if the merger doesn't go ahead?

Seating plan:

