

Thursday, December 16, 2021 – 6:00 pm.

Webinar: The Law Awakens to Project Management

Speaker: Larry Bridgesmith, Adjunct Professor of Law at Vanderbilt University

Program Description: Virtually every industry sector has depended on project management methodologies for decades. Even medicine and health care rely on practices like process improvement, Six Sigma, Agile and related project management tools to manage the quality and efficiency of services and products. Lawyers have not been as enthused. When selling time is a measure of economic value, efficiency can be viewed as the enemy. However, sophisticated purchasers of legal services have begun to reject the billable hour business model and demand efficiency, transparency, real time communication and price certainty from their legal service providers. Most corporate legal department requests for proposals from outside law firms require information about the firm's project management programs and success in implementing them. Even the inhouse legal function serving the companies C Suite faces declining budgets and the standard "do more with less" mandate every other corporate department must live with. Many corporate legal clients and the law firms that serve them are now conversant in legal project management and its unique differences from project management common in other industries. Project management professionals will benefit from this unique moment in time for the legal industry. They can directly benefit by becoming more knowledgeable about how legal project management is impacting a green field of opportunity never before seen in law.

Event is FREE for WV Bar Association members and \$10 for non-members. Register at the following link:

<http://events.r20.constantcontact.com/register/event?oeidk=a07eigt4v5ecd7731&llr=5rzfel6ab>
or contact Tessa White at director@wvbarassociation.org.