

2014 Pro Bono Institute Annual Conference

Grand Hyatt Washington • March 5-7, 2014

»»» Helping you fulfill
the promise of pro bono

Law Firm Schedule at a Glance

Tuesday

7:00 p.m. – 8:30 p.m.

March 4, 2014

Alston & Bird Reception (pre-registration required)

Wednesday

7:30 a.m. – 5:30 p.m.

8:30 a.m. – 11:45 a.m.

10:00 a.m. – 11:45 a.m.

10:00 a.m. – 11:45 a.m.

11:45 a.m. – 12:00 p.m.

12:00 p.m. – 1:15 p.m.

1:30 p.m. – 2:30 p.m.

2:45 p.m. – 3:45 p.m.

3:45 p.m. – 4:00 p.m.

4:00 p.m. – 5:00 p.m.

March 5, 2014

Registration/CLE

Law Firm Pro Bono 101 (optional; pre-registration required)

Getting the Resources You Need to Move Your Pro Bono Program Forward (optional; pre-registration required)

Law Firm Mergers and Pro Bono (optional; pre-registration required)

Break

Law Firm Welcome Lunch – What’s Next? The Future of BigLaw and Law Firm Pro Bono

Law Firm Networking Dessert and Coffee

Sessions

Break

Peer to Peer Sessions

Thursday

7:30 a.m. – 5:30 p.m.

7:30 a.m. – 9:00 a.m.

9:00 a.m. – 9:30 a.m.

9:30 a.m. – 9:45 a.m.

9:45 a.m. – 10:45 a.m.

10:45 a.m. – 11:00 a.m.

11:00 a.m. – 12:00 p.m.

12:15 p.m. – 1:15 p.m.

1:30 p.m. – 2:30 p.m.

2:30 p.m. – 2:45 p.m.

2:45 p.m. – 3:45 p.m.

3:45 p.m. – 4:00 p.m.

4:00 p.m. – 5:00 p.m.

6:30 p.m. – 10:00 p.m.

March 6, 2014

Registration/CLE

Continental Breakfast

Opening Plenary Session

Break

Sessions

Break

Sessions

Pro Bono Expo Lunch

Sessions

Break

Sessions

Break

Sessions

Reception

Friday

7:30 a.m. – 12:30 p.m.

8:00 a.m. – 9:00 a.m.

9:00 a.m. – 11:45 a.m.

11:45 a.m. – 12:30 p.m.

March 7, 2014

Registration/CLE

Continental Breakfast

Collaborative Pro Bono: Channeling Change and Better Outcomes Lunch

Tuesday, March 4, 2014

7:00 p.m. – 8:30 p.m. Alston & Bird Reception for Law Firm and In-House Attendees

Are you new to the Pro Bono Institute Annual Conference? Coming back after taking a few years off? A regular who would never miss out? Join your peers from law firms and legal departments for an informal reception, generously hosted by Alston & Bird, to kick off this year's event. This will be a great opportunity to network and get answers to questions from PBI staff so that you can maximize your Conference experience. *Pre-registration is required to ensure adequate planning.*

Wednesday, March 5, 2014

8:30 a.m. – 11:45 a.m. Law Firm Pro Bono 101 (optional)

This pre-Conference session is designed for leaders at law firms that have recently created or restructured a formal pro bono program and for managing partners, pro bono committee chairs, pro bono partners, counsel, directors, managers, and coordinators who are new to their positions. This program offers a comprehensive, participatory crash course on the basics of structuring, implementing, and administering successful law firm pro bono programs. Law Firm Pro Bono Project staff members will also be available to provide participants individualized tips for navigating the Conference in order to maximize the experience, and introduce attendees to the resources and support available from the Project all year round. *Pre-registration, accompanied by an additional fee of \$100, is required for this bonus program, which includes breakfast. Space is limited and available on a first-come/first-serve basis, so register early.*

10:00 a.m. – 11:45 a.m. Getting the Resources You Need to Move Your Pro Bono Program Forward (optional)

At a time when law firms are committed to cost-containment and trimming expenses, this in-depth pre-Conference session will explore how to ensure that your pro bono program secures and maintains the resources that it needs to be vital and effective. The discussion will highlight case studies from law firms that have effectively grown their pro bono budgets to build lasting infrastructure. *Pre-registration, accompanied by an additional fee of \$100, is required for this bonus program, which includes breakfast. Space is limited and available on a first-come/first-serve basis, so register early.*

10:00 a.m. – 11:45 a.m. Law Firm Mergers and Pro Bono (optional)

Law firm mergers are booming, with new combinations being announced at a rapid pace. Mergers involve many complicated and moving pieces (compensation policies; client conflicts issues; leadership and administrative reorganization and consolidation; etc.) and can create anxiety and tension. Pro bono, however, can be an effective piece of the larger and long-term integration process. This pre-Conference session is designed to foster candid conversation and help attendees best navigate the merger-related transitions they are experiencing. *Pre-registration, accompanied by an additional fee of \$100, is required for this bonus program, which includes breakfast. Space is limited and available on a first-come/first-serve basis, so register early.*

12:00 p.m. – 1:15 p.m. Law Firm Welcome Lunch – What’s Next? The Future of BigLaw and Law Firm Pro Bono

This lunch program will offer, for the first time, an opportunity for all law firm attendees to start their formal Conference experience together. In today’s rapidly evolving business environment, change is a way of life – in your law firm, your pro bono program, and your own career. Get compelling insights from today’s most influential leaders in law, innovation, and pro bono. Learn what these Game Changers think of the ways law firms are redefining themselves and the adjustments to the ways they do business, including major shifts in hiring practices, attorney headcount, demographics, recruitment, and compensation; new approaches to professional development, advancement, and project management; globalization; new generations of law firm leadership and sources of power and control; and shifts in billing arrangements and relationships with corporate clients.

This dynamic session will explore these and other law firm developments and reflect on what the evolving landscape may mean for the future of law firm pro bono and for pro bono supporters. Bring your appetite, questions, and observations.

1:30 p.m. – 2:30 p.m. Law Firm Networking Dessert and Coffee

More opportunities to network! This hour is a dedicated time for you to meet or reconnect with other attendees to share experiences, explore legal needs and opportunities for collaboration, and to discuss and learn about issues of particular interest.

2:45 p.m. – 3:45 p.m.

Battling Pro Bono Burnout

This session is the ultimate in professional and personal development, designed specifically for attendees who have been in pro bono leadership positions for at least ten years. We all may someday find ourselves burning out from too much work and negativity and losing our get-up-and-go. Pro bono leaders do so much good work, yet there is so much left to be done. How do we avoid becoming jaded? If your typical work day consists of jumping from one emergency or deadline to another, take this opportunity to discuss how to maintain your enthusiasm, and tips for being more productive, engaged, and less-stressed.

How to Be in More than One Place at a Time

Having law firm offices scattered in multiple locations in various states and countries presents both pro bono challenges and opportunities. This session will explore strategies and best practices for guiding and administering your firm's pro bono program across offices and geographic boundaries.

Partnering with Legal Departments

This interactive session will offer candid guidance from in-house lawyers who have created successful pro bono partnerships with law firms. The discussion will explore realistic goals and expectations regarding partnerships, how to – and not to – “market” the firm, what legal departments need, want, and expect from a partnership, and what a law firm needs to bring to the table to launch and sustain an effective partnership.

Rebooting Your Pro Bono Program

You can improve your firm's pro bono performance! This timely session will offer a variety of practical techniques for repositioning pro bono, developing the right focus and assignments for a changed workforce, re-energizing your firm's pro bono program, and improving overall pro bono efforts and impacts.

The Partner Paradox: Best Practices for Improving Partner Participation

Is lack of partner participation in pro bono a myth, reality, or some combination? Whereas associate involvement experienced a slight decline according to the most recent Law Firm Pro Bono Challenge[®] statistics, partner and counsel participation increased. This interactive discussion will explore the real and perceived obstacles to partner participation. Emphasis will be placed on considerations such as the greater need for partners to evaluate, mentor, and supervise associates; the impact of growing corporate client interest in pro bono; integrating pro bono with professional development opportunities for partners; and outreach with targeted pro bono opportunities and engagements.

4:00 p.m. – 5:00 p.m. Peer-to-Peer (P2P) Networking Sessions

This opportunity to network with your peers will enable you to meet with those whose roles are most like yours in other firms, target and candidly address the issues and topics of particular interest to you, and help you make the most of your Conference experience.

Please review the following descriptions and select the networking session most appropriate to your current position and pro bono role. If you are uncertain about which session to attend, please ask a member of the Pro Bono Institute staff.

P2P: Pro Bono Committee Chairs and Firm Management

Attendance at this breakout session is limited to chairs of law firm pro bono committees, who administer pro bono programs while maintaining a full-time commercial practice, and those who serve other firm management roles (i.e., firm chairs, managing partners, practice group and office heads, policy and executive committee members).

P2P: Pro Bono Committee Members

Attendance at this session is limited to attorneys who are members of pro bono committees while also maintaining a full-time commercial practice.

P2P: Pro Bono Partners

Attendance at this breakout session is limited to equity or income partners who administer pro bono programs on a full-time (or virtually full-time) basis.

P2P: Pro Bono Counsel/Special Counsel

Attendance at this breakout session is limited to non-partner lawyers – associates, of counsel, staff attorneys, administrators, pro bono counsel, pro bono managers, pro bono directors, pro bono coordinators, etc. – who administer pro bono programs on a full-time (or virtually full-time) basis.

P2P: Non-Attorney Pro Bono Managers

Attendance at this breakout session is limited to non-lawyers – paralegals, social workers, marketing or training staff, and others – who administer or participate in the administration of pro bono programs.

Thursday, March 6, 2014

7:30 a.m. – 9:00 a.m. Continental Breakfast

9:00 a.m. – 9:30 a.m. Opening Plenary Session

9:45 a.m. – 10:45 a.m.

Are We Serving the Poor?

The substantial increase in poverty, coupled with devastating cuts in funding and resources for legal services, raises profound issues for the pro bono community. Are our pro bono activities directed at meeting the most critical legal needs of the poor and disenfranchised? Is bread-and-butter poverty law work overshadowed and even displaced by “sexier” pro bono projects? This session will offer a candid assessment of the current crisis in access to justice and a provocative discussion of the appropriate role of law firms and legal departments in addressing that crisis.

Ethics: Conflicts of Interest

This popular session will explore whether and when legal and business (or positional) conflicts of interest legitimately arise in the pro bono context and offer best practices for minimizing their impact. The panel, through the use of hypotheticals and real world examples, will examine existing ethical rules and offer approaches for striking an appropriate balance between our ethical obligations to the justice system and pro bono clients, and our ethical obligations and economic interests with respect to our paying clients and employers. Electronic materials will be provided on your flashdrives. (To receive ethics CLE credit, you must sign the attendance sheet in the session room.)

Marketplace of Ideas – Transactional

This popular, fast-paced session will feature brief presentations on transactional (non-litigation/business-related) pro bono projects and an opportunity to share information and learn about new opportunities, offerings, and other transactional pro bono developments.

Pro Bono in Practice: Human Trafficking

One of a series of popular sessions geared toward bringing together law firm, in-house, and public interest leaders whose work is focused in a specific topical area, this session will explore pro bono opportunities and developments related to human trafficking. The discussion will include the status of available pro bono opportunities, emerging issues, how to get started, opportunities for collaboration, and whether and how, given the state of the law and legal needs, trafficking-related pro bono delivery systems can be taken to scale, in ways that range from litigation to policy work.

Pro Bono Metrics: Developments in Qualitative Assessment

Quantitative metrics are important, but not sufficient, measures of the value of pro bono service. This session will provide an update on the Pro Bono Institute’s initiative with Deloitte Financial Advisory Services LLP to develop a framework that enables law firms and legal departments to evaluate the impact and quality of their pro bono service. Panelists will present a case study that illustrates strategies to effectively implement the assessment framework, and will provide a progress report on the use of the framework.

11:00 a.m. – 12:00 p.m.

Best Practices for Integrating Pro Bono, CSR, and Charitable Giving

Law firms and corporations are taking a fresh look at how their pro bono activities can be integrated with or complement their charitable contribution practices and corporate social responsibility (CSR) efforts. Can these efforts be successfully integrated in order to have a greater impact than any one of the three alone can accomplish? This session will explore strategic giving programs, ways contributions and community service can be used to strengthen key partnerships with public interest and legal services providers, and benefits and challenges posed by integration.

Developments in Collaborative Pro Bono

While individual law firms, legal departments, and public interest organizations have the potential to effectively assist underserved individuals and communities, society's increasingly complex problems and vast unmet legal needs often require larger scale, multi-institutional pro bono efforts. This session will provide an introduction and overview of the ways in which institutions are collaborating to pool resources to address critical legal needs and will identify examples of ongoing approaches, including the Pro Bono Institute's Collaborative Justice Project™.

Ethics: Selected Risk Management Issues – Best Practices for Supervision and Attorney Arrivals and Departures

This popular session will offer guidance and best practices for three common and recurring minefields: (1) supervision of subordinates and non-attorneys; (2) when attorneys responsible for pro bono matters depart the law firm or legal department; and (3) when new attorneys want to bring pro bono cases with them when they join the firm or legal department. Electronic materials will be provided on your flashdrives. (To receive ethics CLE credit, you must sign the attendance sheet in the session room.)

Marketplace of Ideas

This popular, fast-paced session will be an opportunity to share information on cutting-edge pro bono projects and learn about new opportunities, offerings, infrastructure, and other pro bono developments.

Pro Bono for Pro Se Litigants

Community and court-based self-help and resource centers have become critical tools, enabling the judicial system to function more efficiently and equitably. They foster the provision of limited legal services including on-site assistance completing forms, answering questions about legal problems, and preparing unrepresented individuals for their day in court. This session will explore best practices for creating and maintaining these programs and their value to the individuals receiving assistance, pro bono attorneys, public interest organizations, and the courts.

1:30 p.m. – 2:30 p.m.

Bridging the Distance Gap

Geographical distance between clients and lawyers can present numerous challenges. This session will address creative ways in which law firms, legal departments, and public interest organizations can overcome these barriers to provide pro bono legal services to clients in rural, remote, or outlying areas.

Crowdsourcing Your Pro Bono Question

Want to ensure that you leave the Conference with answers to your most pressing pro bono question? Learn by leveraging the collective knowledge and experience of your fellow attendees and walk away with actionable solutions! This highly-interactive session will break down the barriers between presenter and attendee – and allow attendees to solve each other’s challenges. Moving beyond passive listening, attendees are asked to fully engage in the ideation and problem-solving process. If you have a specific pro bono challenge that you would like the attendees to attempt to resolve, please submit it in advance to pbievents@courtesyassoc.com to receive priority consideration.

Ethics: The Right to Provide Pro Bono Services

One obstacle to full pro bono participation by in-house legal departments is the practice rules in jurisdictions that limit pro bono legal services provided by their attorneys, who are permitted to work locally for their employer but are not fully licensed in the jurisdiction in which they currently work. This session will explore various multijurisdictional practice rules, new developments, and ways pro bono supporters from various segments of the profession can work together to fashion local and nationwide solutions to promote greater pro bono participation. Electronic materials will be provided on your flashdrives. (To receive ethics CLE credit, you must sign the attendance sheet in the session room.)

Marketplace of Ideas – Global

This year, there is a new addition to the popular Marketplace of Ideas series of sessions. This fast-paced program will feature brief presentations on global pro bono projects and an opportunity to share information and learn about new opportunities, offerings, and other global pro bono developments.

Pro Bono in Practice: Juvenile Justice

One of a series of popular sessions geared toward bringing together law firm, in-house, and public interest leaders whose work is focused on a specific topical area, this session will explore pro bono opportunities and developments related to juvenile justice. The discussion will include the status of available pro bono opportunities, emerging issues, how to get started, opportunities for collaboration, and whether and how, given the state of the law and legal needs, juvenile justice-related pro bono delivery systems can be taken to scale, in ways that range from litigation to policy work.

2:45 p.m. – 3:45 p.m.

A Primer on Partnerships

Although interest in pro bono partnerships is growing, many law firms, legal departments, and public interest organizations struggle to create and maintain successful partnerships. This nuts-and-bolts session will offer insight from PBI experts, who have worked with hundreds of law firms and legal departments. The discussion will focus on the key ingredients and crucial steps in creating a successful pro bono partnership, including whether and when it is feasible for your organization to participate in a partnership; how to identify and approach a potential partnership; and how to select the most viable partnership model and project.

An Inside Look at Signature Projects

This session will feature an in-depth look at the often-misunderstood pro bono “signature” project: what it is, what it isn’t, and how your organization can create one to best harness human capital for audacious and impactful change by focusing and enhancing efforts across offices, practice and business groups, roles, and levels of seniority on a single area of the law or client group. A case study of a signature project will be highlighted and the panelists will discuss how they identified projects, secured appropriate partners, and obtained and allocated the resources, expertise, and support needed to make the project successful, while ensuring that their other pro bono efforts were not sacrificed in the process.

Pro Bono in Practice: Policy Advocacy

One of a series of popular sessions geared toward bringing together law firm, in-house, and public interest leaders whose work is focused on a specific topical area, this session will explore pro bono opportunities and developments related to policy advocacy. The discussion will include the status of available pro bono opportunities, emerging issues, how to get started, and opportunities for collaboration.

Recalculating Pro Bono Relationships

Public interest organizations and legal services providers frequently report that they do not know how to effectively tap into the resources (human capital, financial support, political access, in-kind resources, training, and new ideas, perspectives, and processes) that law firms and legal departments can offer. On the other hand, law firms and legal departments are independently endeavoring to ensure that pro bono engagements are selected and structured to generate the most significant impact possible, while efficiently addressing critical legal needs. This session will explore, through role play and discussion, the challenges in developing and maintaining pro bono relationships and will identify proven means for improving and deepening interactions and connections.

Using Social Media to Support Your Pro Bono Program

Social media can support and strengthen pro bono programs, offering unparalleled opportunities for marketing, recruitment, awareness, and engagement. Learn from experts how to successfully harness social media to attract and impress potential pro bono partners and volunteers, recognize pro bono achievement, engage a larger audience, and raise the visibility of your pro bono program.

4:00 p.m. – 5:00 p.m.

Global Pro Bono: Best Practices

Do you have an idea for a new global pro bono project, but are uncertain as to how to move forward? This panel discussion will explore the practical nuts and bolts of turning a global pro bono concept into a reality. Emphasis will be placed on the methodology of vetting and securing global pro bono projects and assessing clearinghouses and research and policy advocacy projects.

Leveraging Technology to Expand Pro Bono Capacity

Legal services programs continue to face serious challenges meeting the ever-growing need. A number of law firms, legal departments, and public interest organizations have turned to technology to improve the delivery of client services and to expand the reach, efficiency, and impact of their pro bono efforts. This session will explore replicable models of using technology to effectively deliver pro bono services and engage pro bono lawyers.

The Next Pro Bono Frontier: Law Students and Interns

Law students and interns, who can provide meaningful and invaluable pro bono service, have been traditionally underutilized or overlooked. But now that may be changing. The U.S. Department of Labor recently clarified that law students can work on pro bono matters at law firms as unpaid interns. New York's new pro bono requirement for admission to the bar has increased focus on law students, and several jurisdictions are considering adopting similar rules. This session will explore how pro bono can be utilized to enhance experiential learning opportunities while increasing access to justice. The discussion will examine how law firms, legal departments, law schools, and public interest organizations can successfully engage with law students and interns and the related challenges.

Update on In-House Pro Bono

In-house pro bono continues to thrive and evolve. This session will offer an overview of in-house pro bono and will address the growth of pro bono within legal departments and what these developments mean for pro bono supporters at law firms, legal departments, and public interest organizations.

6:30 p.m. – 10:00 p.m. Reception at National Museum of Women in the Arts

A perennial favorite, the Conference Reception will be held at the National Museum of Women in the Arts on Thursday evening. Networking, buffet, and drinks – it's not to be missed!

Friday, March 7, 2014

8:00 a.m. – 9:00 a.m. Continental Breakfast

9:00 a.m. – 11:45 a.m. Collaborative Pro Bono: Channeling Change and Better Outcomes

The closing session provides an expanded opportunity to reflect with your peers from law firms, legal departments, and public interest organizations on the issues, innovations, and opportunities that have emerged during the Pro Bono Institute Annual Conference and to plan how to integrate new elements of pro bono design, policy, assessment, and substantive work into your program.

This year, we will explore in-depth how persistently scarce resources and shrinking legal aid budgets coupled with vast unmet legal needs require large-scale and multi-institutional pro bono efforts. Collaborations between and among law firms, legal departments, public interest organizations, foundations, government entities, law schools, faith-based institutions, the courts, and other stakeholders offer a powerful paradigm through which to create effective, sustainable solutions to the access to justice crisis. Learn from experienced collaborators how to craft a project that minimizes conflicts, streamlines administration, and maximizes the unique strengths, skills, and resources of each institutional partner. We will address potential obstacles to collaboration and how to foster candid communication, clearly define shared objectives, allocate responsibilities, develop a framework for assessment, evaluation, and avoiding turf battles, resolve disagreements over strategy, and share “credit” for successful multi-party collaborative pro bono initiatives.

You will learn “the rules” of pro bono collaborations and how they enable the participants to successfully embrace collective vigilance, learning, and action. Through this joint journey, exciting new pro bono solutions to complex problems emerge. You will return home with critical information about collaborations, innovations, and models, such as PBI’s new Collaborative Justice Project™, that can be modified and replicated to reshape, retool, and enhance access to justice in your communities.

11:45 a.m. – 12:30 p.m. Lunch