

IPG virtual event series: #4

The “next normal”: understanding and responding to evolving clients’ needs and behaviours in a changing world

Thursday 11 March 2021, 3 – 4.30pm CET (2 – 3.30pm UK time)

Keynote speaker:

William Higham, Consumer Futurist and Founder & CEO, The Next Big Thing

Member panellists:

Jeffrey Deane, Managing Partner, BKD

Ida C. Stavnes Høisæther, Partner, Advokatfirmaet Hansson AS

Daniel Grigel, Partner, Credis Law

Confirmed moderators:

Nicholas Lakeland, Partner, Laytons

Jens Langendorff, International Tax Lawyer, Langendorff Tax Consultancy

Jesse Hartgring, Partner, Hoens & Souren Advocaten

Lisa Rosen, Consultant for International Business, Studio Spito & Associati

Olivier Sanviti, Founder & Managing Partner, Aston Avocats

14.00 Moderators’ welcome and introduction

Steve Parrott, Co-Founder & Director, Alternative Events

Sarah Katherine Bagshaw, Co-Founder & Director, Alternative Events

14.03 Chairman’s welcome and introduction

Graham Wallace, Partner, Barnes Roffe

14.05 Our panel:

Jeffrey Deane, Managing Partner, BKD

Ida C. Stavnes Høisæther, Partner, Advokatfirmaet Hansson AS

Daniel Grigel, Partner, Credis Law

Member panel discussion: Understanding and responding to clients’ needs and behaviours

Part 1- Engaging clients during periods of change

Much of the professional services landscape has changed significantly in response to Covid-19. In part one of our panel discussion, members will discuss how their clients’ needs have changed during the pandemic and their experiences of adapting or changing their firm’s approach to client engagement and management during this period of change.

Part 2- What opportunities do new ways of working with clients present for professional services firms? How can we make the most of these?

In the second part of our discussion, panellists will discuss how firms should be positioning themselves to respond to those evolving clients’ needs and expectations, now and in the future.

Followed by member Q&A

14.35 Coffee break

14.40 **Keynote presentation**

The post-pandemic customer: how have your clients changed and how should your firm adapt to serve them?

Your clients' behaviours and attitudes changed during the pandemic. But which will they retain after lockdowns end? Will family, locality, community and safety still matter? And how might that impact your firm? What threats and opportunities will these new needs and behaviours offer your firm? How can professional services firms position themselves to deliver value in ways that resonate with clients?

William Higham, an expert in predicting the future consumer and business landscape, will tell you about:

- the consumer and business trends that are emerging post-Covid
- how these trends are influencing your clients' needs
- what business opportunities do changing client needs offer your firm
- how your firm should adapt to meet your clients' new needs

William Higham, Consumer Futurist and Founder & CEO, The Next Big Thing [Next Big Thing](http://NextBigThing.com) – [Next Big Thing Consulting \(next-big-thing.net\)](http://NextBigThingConsulting.com)

15.00 **Breakout discussions**

Attendees will be divided into 5 discussion groups to discuss what they learned from our keynote presenter, what they see happening in their markets and how their firms can respond to clients' changing needs and behaviours. Each discussion will be facilitated by a member moderator. Moderators will join our keynote speaker in the closing **Keynote Response Panel** to pose a question from each group.

Moderators will include:

1. **Nicholas Lakeland, Partner, Laytons**
2. **Jens Langendorff, International Tax Lawyer, Langendorff Tax Consultancy**
3. **Jesse Hartgring, Partner, Hoens & Souren Advocaten**
4. **Lisa Rosen, Consultant for International Business, Studio Spito & Associati**
5. **Olivier Sanviti, Founder & Managing Partner, Aston Avocats**

15.15 **Keynote response panel: What do clients want?**

The keynote presentation examined how the global pandemic is changing consumer behaviour and IPG members broke into groups to discuss the implications. Now, in response, the moderator from each group will join our keynote speaker William Higham on-screen to pose questions from the breakouts.

15.30 Wrap-up, thank you and end of the session