

competition

FutureFirm

innovation

**April 18-19, 2009
Indiana University
Maurer School of Law**

The large U.S. law firm is under tremendous pressure from clients, associates, and competition for—and sometimes among—partners. These pressures are exacerbated by a business model that has remained essentially unchanged for nearly 100 years. Is it possible for large corporate firms to thrive without rethinking their business model? The organizers of FutureFirm want to find out.

FutureFirm is a game of strategy, skill, and endurance. The goal of the game is to craft a new law firm business model that is likely to survive and thrive 20 years into the future. The event will include ten teams of four players each, representing in-house lawyers/general counsel, law firm partners and managers, and associates/law students. Winners will be named by a 12- to 15-person Judging Panel.

Indiana University Maurer School of Law will supply two nights of hotel accommodations, all meals, and transportation to and from Indianapolis Airport for all participants. We ask that participants arrange to cover their own airfare, although reimbursement may be approved in advance on a case-by-case basis.

Briefing books with biographies and a description of the game format will be distributed to all participants by late March.

The IU Maurer School of Law will host a cocktail and dinner reception on Friday, April 17, for all participants who arrive in Bloomington in time to attend. We ask that participants book return flights that leave no sooner than 2:00 pm (ideally after 3:00 pm) on Sunday, April 19.

**To secure your place for this ground-breaking event,
contact:**

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