



PM Forum - Warsaw

The importance of carbon management

Polish members of PM Forum gathered in Warsaw in June for the first time this year to discuss carbon management as linked to internal engagement and external communication. The seminar, planned as the first of a new series of Forum meetings, was hosted by the law firm, Magnusson. The event heard from Richard Chaplin, founder and executive director of the PM Forum and the Managing Partners' Forum, who lead a presentation that explained the simplicity of being a good and responsible citizen. He focused on the fact that when a firm is seen to be giving back to its community, its people feel more positive about the leadership of the firm, resulting in a higher level of engagement. Richard's presentation also gave examples of how firms give back and how to persuade your own firm to turn to simple solutions such as carbon reduction. The main goal, however, was to re-position firms so that they are seen to take their corporate citizen responsibilities seriously. This is becoming essential when hiring young people for whom it is a matter of social conscience and figuring more highly when they select an employer.

The following day, PM Forum also took part in the first Forum of the Legal Services Market in Poland. With more than 100 participants, the event was one of the biggest of this kind ever in Poland. It was organised by the *Manager Magazine*, a business monthly that often writes on issues addressing the legal market in Poland. Richard Chaplin was the main guest speaker during the day and he made a thought provoking presentation on managing risk when pricing for profit. He began by covering methods of pricing used in the UK and other western countries and then talked on the role of risk, management and marketers in the process of pricing. After Richard's presentation a panel launched into discussion on models of pricing legal services. The panelists were both in-house lawyers and representatives of law firms who expressed their, often conflicting point of views. Other topics covered during the day were the future of the legal services market in Poland and whether legal advisors and advocates should be integrated into one chamber - a very hot topic among all Polish lawyers. This event showed that the legal community has great interest in ideas presented by

the Forum, while it also helped us promote our brand among much broader public.

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