



Destination IP: A Virtual Summit

The Economics and Management of Next- Generation IP Departments and Law Firms in Light of COVID-19

Before We Get Started...



Recording

A link to the recording and slides will be emailed to all registrants.



Questions

Type in the question box and we will answer in real time or during the Q&A.



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Panel



Steve Lundberg



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Jeff Draeger



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Episode Overview

- Economics:
Managing Changing
Revenue/Budgets and
Costs
- Setting up the Office
- (Not) All Together Now
- Client Engagement
Challenges
- Possible Permanent
Changes to the Way We
Work
- Questions?



Economics: Managing Changing Revenue/Budgets and Costs



Economics: Managing Changing Revenue/Budgets and Costs

- Added costs
- Savings
- Revenue/budget changes
- Managing
(unexpected) revenue/
budget changes
- Vacation time
- Overtime
- What's going to happen
next?



Setting Up the Office for the World Post-Covid



Setting Up the Office for the World Post- Covid

- **Adapting offices**
- **Spacing**
- **Moving around/traffic patterns**
- **Cleaning/sanitizing**
- **Elevators**
- **"Open office" layouts**
- **More people working from home**
- **Employee expectations when they come back**
- **What you can and cannot ask of them**



(Not) All Together Now



(Not) All Together Now

- **Maintaining employee and firm engagement**
- **Keeping / building trust remotely**
- **Continuing diversity efforts**
- **Now vs. the long run**
- **Hiring**
- **Progression of work from home experience**

(Not) All Together Now

- **Facilitating communication**
- **Zoom, Teams**
- **Using IT to reduce distance
between us digitally**
- **Challenge to run into: some
clients use Google, some
use Teams, some use Slack**

(Not) All Together Now

- **Will large increase in remote work result in a profound change in an organization's effectiveness, efficiency and/or culture?**
- **Are there hidden advantages to working in a virtual environment?**
- **From an employee perspective, can the benefits of remote work outweigh the**



Client Engagement Challenges





Client Engagement Challenges

- **Maintaining communication and rapport with clients**
- **Remote inventor engagement**
- **Getting signatures**



Possible Permanent Changes to the Way We Work



Possible Permanent Changes to the Way We Work

- More work from home
- More geographic
distribution of employees
- Less business travel
- More Zoom time for
socializing as well as doing
business
- Smaller office footprint



Thank you for your interest.

Questions?



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