



Jennie Pakula

*Manager, Innovation and Consumer Engagement, Victorian
Legal Services Board + Commissioner*

THE FUTURE OF LAW 11:30am-1:30pm

Emerging Legal Markets: Understanding and reaching the latent market for legal services

Part 1: Who are they & why don't they buy?

In part one, 'Why Don't They Buy?' we will learn about the 'missing majority'. Eminent researcher Nigel Balmer will help us understand more about who is in the missing majority – what they do now, what they want, and what they need. Sara Rayment will help us think about how we might design services around a new cohort of consumers, and Jessie Weatherley will help us explore the 'missing link' of marketing: how to reach them and help them choose when they need your help.

Emerging Legal Markets: Understanding and reaching the latent market for legal services

Part 2: New markets need new offerings

In part two, 'New markets need new offerings', we think about how your new offering might look. Liz Harris will look at the new business structures and pricing that firms need. Tania Sourdin will take us through the apps, technology and tools to help us practice more efficiently, effectively and economically. Finally, Carly Stebbing and Tomoyuki Hachigo will share with us what this journey looks like in real life.

About Jennie Pakula

Jennie Pakula was admitted to legal practice in December 1988. After six years in private practice, she found her vocation in legal services regulation, in which she has worked since 1994. In that time, she has held various roles in NSW and Victoria. She has spoken with hundreds of lawyers about their ethical dilemmas, handled hundreds of complaints and enquiries, and spoken with hundreds of consumers of legal services. While managing the front end of the complaints and enquiries function for nearly nine years, she read over 14,000 client complaints.

Jennie has used her insights from these experiences to write numerous articles and guidance tools to help lawyers overcome common ethical and practical problems, avoid complaints and practice law better. She regularly participates in conferences and presentations aimed at helping lawyers to understand issues in regulation, consumer protection and legal services innovation.

Jennie is driven by the goal of helping to foster more accessible and affordable legal services for average people.