

PRESENTER



Brent McNulty, TVNZ, Auckland

Brent leads the TVNZ Legal and Corporate Affairs team which is responsible for legal compliance, risk management, governance, broadcasting standards, external media and government relations. He is also the Company Secretary for Television New Zealand Limited and its subsidiaries.

CONTENTS

WHAT COMMERCIAL CLIENTS WANT FROM THEIR LAWYER	1
FIRST	1
<i>The most obvious, the rapid growth of the in-house population</i>	1
SECOND	2
<i>The emergence of high quality boutique law firms, particularly in Auckland.....</i>	2
THIRD	2
<i>The creeping scope of in-house legal roles</i>	2
SO HOW DOES TVNZ ENGAGE WITH EXTERNAL FIRMS?.....	2
WHAT DOES ALL THIS MEAN FOR LAW FIRMS? AND HOW CAN THEY BEST SERVE?.....	3
<i>Know our business</i>	3
<i>Honour your time commitments</i>	3
<i>Stick to the budget</i>	3
<i>Write the advice for the audience.....</i>	4
<i>Look for opportunities.....</i>	4
<i>Be natural.....</i>	4