

● BOOST GROWTH FESTIVAL

SuperCharged

Building the future of law firm growth,
together

An early concept for discussion with our team and potential founding partners

Thursday 13 May 2027

London

120–150 participants



CHALLENGE STUDIO ● BUILD LAB ● CLIENT ROOM ● GROWTH SIMULATION

01 · PROPOSED FIRST EDITION

London, Thursday 13 May 2027

02 · FORMAT

A full day of collaborative workshops and creative experiences, followed by an evening gathering

03 · AUDIENCE

Approximately 120–150 participants

04 · PROPOSED STANDARD TICKET

£450

05 · FOUNDING FESTIVAL PARTNERS

Six to eight partners, with a proposed contribution of £5,000 each

The date, venue, programme and commercial arrangements are provisional.

The people who shape how law firms *grow*.

BOOST SuperCharged will bring together the people who shape how law firms grow: business development, marketing and commercial professionals, alongside senior lawyers who want to explore different ways of building their practices and firms.

We want to create a flagship experience where participants contribute their expertise, work through real challenges and build something useful together. The day will combine facilitated workshops, practical experimentation, client perspectives and space for meaningful connections.

The ambition is to establish a recognisable BOOST concept that can travel to different cities, bringing our international community together around a shared purpose:

“To turn commercial ambition into better ways of working.”

Law firms are exploring new technologies, responding to changing client expectations and reconsidering how they deliver value.

Making progress requires commercial insight, strong relationships and collaboration across disciplines.

BD and marketing professionals bring expertise that can help firms identify opportunities, understand clients, develop services and make better growth decisions. The festival will create a space where that expertise is actively used, alongside the experience and perspectives of senior lawyers.

It will also make those conversations tangible. Participants will work on challenges they recognise from their own firms and leave with approaches they can test.



The festival will be designed primarily for **senior BDM and growth professionals in law firms**, including leaders and experienced practitioners working across client development, marketing, communications, commercial strategy, innovation and client experience.

We will also invite partners, practice and sector leaders, client relationship partners and other senior lawyers who are curious about new approaches to growth.

The BDM perspective will shape the programme. Senior lawyers will participate in the workshops alongside business professionals, helping teams develop ideas that could work in practice.



We would particularly encourage firms to send a BDM professional and a senior lawyer together.

This creates an opportunity to develop a shared understanding and take an idea back into the firm with support from both sides.

Selected clients, academics and specialist partners will add further perspectives.

Five experiences. *One clear outcome each.*

The festival will have a welcoming, creative atmosphere, with flexible workshop spaces, good food, thoughtful introductions and an evening celebration.

Participants will move between a small number of experiences. Each workshop will have a clear brief, an experienced facilitator and a practical outcome.

01

The challenge studio

Work in mixed groups on a real growth challenge submitted by the community.

TAKE AWAY

A proposed solution and a first step towards testing it.

02

The build lab

Develop a tool, workflow or approach with support from a specialist partner.

TAKE AWAY

A prototype, template or process they can adapt.

03

The client room

Explore how clients make decisions and test ideas with invited client representatives.

TAKE AWAY

A clearer view of client priorities and how to respond.

04

The growth simulation

Make decisions together under realistic commercial pressures and competing priorities.

TAKE AWAY

Insights into collaboration, judgement and trade-offs.

05

Future forward

What should our profession look like in 2035, bringing in Academia, law society and bar reps as well as managing partners for discussion.

TAKE AWAY

Useful connections and opportunities for continued collaboration.

Short talks and provocations will introduce ideas and stimulate discussion. Most of the programme will be devoted to participation, with enough time for teams to make progress.

The programme will be developed with members and founding partners. Initial themes could include:

/01 Building growth together How can partners and BDM teams share responsibility for commercial progress?	/02 From client insight to action How do we turn what clients tell us into changes in service, relationships and delivery?	/03 Making technology useful Which BD and marketing workflows could benefit from AI, and what needs to be in place first?
/04 Creating commercial habits How do we make client development part of everyday practice?	/05 Demonstrating value What evidence helps BDM professionals influence decisions about priorities and investment?	/06 Designing the future growth team Which skills, roles and ways of working will firms need?

For example, a group exploring client listening might build a process for turning feedback into action, test it with a client representative and identify who would need to own it within the firm.

08:30 →
18:30



08:30–09:00

Arrival and breakfast

Registration, informal introductions and group allocation.



09:00–09:20

Welcome and opening

Introduce the festival, workshop themes and how the rotations work.



09:20–10:20

Workshop rotation 1

Each group attends its first workshop.



10:20–10:30

Move to the next workshop

Room change and refreshments available.



10:30–11:30

Workshop rotation 2

Each group attends its second workshop.



11:30–11:40

Move to the next workshop

Room change and refreshments available.



11:40–12:40

Workshop rotation 3

Each group attends its third workshop.



12:40–14:00

Main break: Lunch and the PeerCollective pitch floor

Vendors share new product releases, roadmaps and ideas through short pitches, questions and follow-up conversations.



14:00–15:00

Workshop rotation 4

Each group attends its fourth workshop.



15:00–15:10

Move to the next workshop

Room change and refreshments available.



15:10–16:10

Workshop rotation 5

Each group attends its final workshop.



16:10–16:40

Shared reflections and closing

Bring everyone together to share ideas and identify what they will take forward.



16:40–18:30

Festival social

Food, drinks, music and continued conversations.



The client room

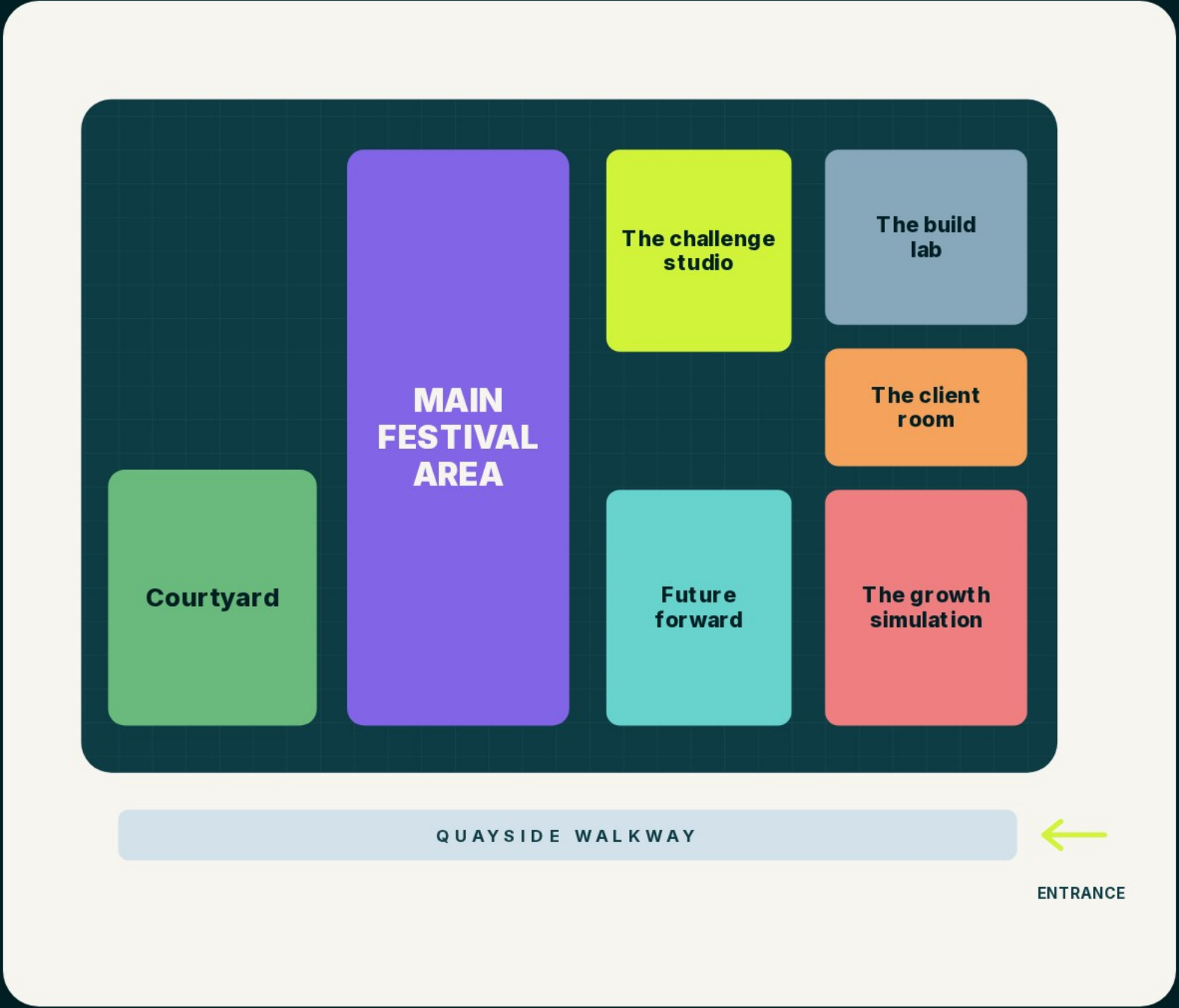


The build lab · The challenge studio



Festival *floor plan*

- Main festival area
- Courtyard
- The challenge studio
- The build lab
- The client room
- The growth simulation
- Future forward



08 THE ROLE OF FOUNDING AND SUPPORT PARTNERS

We want to develop the festival with a small group of partners who share BOOST's commitment to *strengthening the growth profession*.

SUPERCHARGED

Founding *partners*

£15,000

Maximum of three partners

One or two partners who support in getting this off the ground and will continue, for the years after the first edition, to be recognised as founding partners. Founding partners will be able to run one of the workshop rooms.

SUPERCHARGED

Support *partners*

£7,500

The proposed contribution is £7,500 per partner, with six support partners. Partners will contribute expertise and practical support as well as funding.

SUPERCHARGED

Festival *partners*

£5,000

The proposed contribution is £5,000 per partner, with six support partners. Partners will contribute practical support as well as funding.

Benefit	SuperCharged founding partners	SuperCharged support partners	SuperCharged festival partners
Investment	£15,000	£7,500	£5,000
Places available	One or two partners	Six partners	Six partners
Partner recognition	Founding partner recognition at the first edition and in subsequent years	Support partner recognition for the sponsored edition	Festival partner recognition for the sponsored edition
Programme contribution	Help shape a workshop challenge and run one of the five workshop rooms, delivering the 60-minute session to each group	Contribute expertise to a workshop challenge, with an agreed facilitation or supporting role	Provide practical support for an agreed festival experience or activity
Complimentary tickets	5 tickets	3 tickets	2 tickets
Client ticket discounts	25%	15%	10%
Festival communications	Prominent recognition in festival announcements, partner profiles and relevant materials	Recognition in festival communications, partner profiles and relevant materials	Recognition in festival communications and relevant materials
On-site visibility	Founding partner branding, including in the hosted workshop room	Support partner branding, including alongside the supported activity	Festival partner branding in shared festival spaces
Post-event publication	Founding partner recognition and acknowledgement of workshop contributions	Support partner recognition and acknowledgement of relevant contributions	Festival partner recognition
Community engagement	Participation throughout the day and evening gathering	Participation throughout the day and evening gathering	Participation throughout the day and evening gathering

BOOST will curate the programme and agree each partner’s contribution in advance. Session roles will reflect expertise and relevance to the challenge. Final packages and ticket allocations will be confirmed as the format develops.

09WHAT CONTINUES AFTER THE FESTIVAL

The work created during the day should have a life beyond the event.

BOOST will curate selected outputs into a growth festival field guide, bringing together practical approaches, participant insights and ideas for further development. Contributors and partners will be acknowledged with their agreement.

Some themes may also inform future community workshops, research or Strategic Council discussions. Participants will be encouraged to test an idea in their firms and share what they learn.

10A FLAGSHIP THAT CAN TRAVEL

- London
- Amsterdam
- Dubai
- New York

London is the proposed launch city, drawing on BOOST’s existing relationships and the opportunity to bring together an international audience.

Future editions could take place in cities such as Amsterdam, Dubai or New York. Each would retain the same commitment to participation, practical outputs and collaboration, while developing challenges relevant to its local community.

The next stage is to test the concept with a small group of potential founding partners, gather audience feedback and obtain venue proposals before confirming the launch.



*The ambition is for people to leave
with new relationships, a useful idea
they helped create and the confidence
to put it into practice.*



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