

## University of Padova, 4cLegal Legal Day

Introducing Alessandro Renna  
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### From the legal market to Legal Market 4.0

The term “**legal market**” generally refers to the ratio of demand to supply of legal services: the phenomenon for which those who need legal assistance (typically the “**client**”) rely on a qualified subject (typically the “**lawyer**”) to receive it for a fee.

Therefore, it refers to a client who “**entrusts**” a task to a lawyer or, looking at the issue from a different perspective, of a client who “**purchases**” a legal service.

Our point of observation, here and today, concerns the legal market c.d. “**Corporate**”, in which the customer is an organization (private or public), that **purchases** a legal service serving its business.

The legal market is a complex and constantly changing phenomenon, with progressive developments, with irregular and unpredictable trends influenced by a plurality of **incidental factors**:

- the **interests**, partially or totally changing due to the content and priorities of the client and the lawyer, driven both by professional tendencies and human beings’ preferences;
- the **rules** and **practices**, the **available information**, the **communication channels**, the **common opinion**, the **cost/benefit evaluation schemes**;
- changes affecting the **content** and method of delivery of the legal service, strictly related to **technology** and the **organizational dimension**.

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Today is the time to focus our attention on some key elements for the present and the future of the legal market: “**legal procurement**”, **compliance and sustainability**, **law firms acting like enterprises**, role of **technology**, new **communication models**, **individual and social perception** of the lawyer/legal service.

These are the elements leading to the “**Legal Market 4.0**”: a **legal market** created by 4cLegal and projected towards the future without prejudice, in a way that is as critical as it

is proactive, a market in which all stakeholders are called to provide their creative contribution in terms of ideas, proposals, criticisms and solutions.

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Based on these assumptions, the **Legal Day** organized by **4cLegal** and the **Law School of Padova** will be held in the superb backdrop of **Palazzo del Bo**, on June 27, 2019.

The prestigious University of Padova, founded on **freedom of thought** and **knowledge sharing**, becomes the capital of the **Legal Market 4.0**, in an attempt - without precedent - to combine tradition and excellence in academic education with the concrete knowledge of the operators and the world of work, with the technology in its most disruptive dimension but also with the aspirations of students and recent graduates in Law faculty, true protagonists of a future in the “drafting phase”.

The University of Padova is one of Europe’s oldest and most prestigious seats of learning. A qualification from the University of Padova is a symbol of having achieved an ambitious objective, one that is recognized and coveted by both students and employers alike. Following a red thread that ideally links two students of the University of Padua - **Elena Lucrezia Piscopia Cornaro** (the first graduated woman in history in 1678) and **Silvia Bernardi** (the winner of the 2019 edition of 4cLegal Academy, the first dedicated talent of the legal market).

The event features numerous experts including academics, business jurists, lawyers, legal procurement specialists, pioneers of legal communication, head hunters specializing in the inclusion of lawyers in the world of work and graduates.

Four **round tables**, numerous **thematic desks** for further study during the event dedicated to the entire legal community.