

# Legal Sector Breakfast Briefing

Leeds

3 October 2024

# Legal Sector Breakfast Briefing

Welcome & Introduction

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# Legal Sector Breakfast Briefing

- 8.00am - Arrival and breakfast
- 8.30am - Welcome
- 8.35am - Briefing
- 9.30am - Q & A
- 10.00am - Close



# AI in the Legal Sector

## Navigating the Intersection of AI and Legal Practice

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Armstrong Watson – Newcastle Breakfast Briefing, 3<sup>rd</sup> October



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# Introduction

We are MLT Digital and we're redefining legal marketing with AI precision.

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# Evolution of AI in Legal Sector

## Historical Context

- Early adoption of technology in law
- Shift from traditional to modern AI tools

## Current State of AI

- Adoption in legal industry in the UK compared to other sectors

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# Understanding AI

## What is AI?

- AI is a discipline
- Machine learning is a subfield
- Deep learning is a subfield of ML
- Generative AI is a subfield of DL
- As are Large Language Models

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# AI Platforms for Lawyers

## **Luminance**

- Usage: Document review and legal research
  - Example: Enhancing due diligence processes

## **Kira Systems**

- Usage: Contract analysis and management
  - Example: Identifying contract clauses quickly

## **ROSS Intelligence**

- Usage: Legal research
  - Example: Answering legal questions

## **Lex Machina**

- Usage: Legal analytics
  - Example: Predicting litigation outcomes

## **LawGeex**

- Usage: Automated contract review
  - Example: Comparing contracts against a predefined standard



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# Benefits of AI for Law Firms

## **Efficiency and Time-Saving**

- Reducing manual workload
  - Example: Faster document review

## **Cost Reduction**

- Lower operational costs
  - Example: Automating repetitive tasks

## **Enhanced Accuracy**

- Minimising human error
  - Example: Precise legal research

## **Competitive Advantage**

- Staying ahead in the market
  - Example: Better client service

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# Challenges and Considerations

## **Ethical Considerations**

- Data privacy and confidentiality
  - Example: Ensuring compliance with GDPR

## **Integration with Existing Systems**

- Compatibility issues
  - Example: Integrating AI with legacy systems

## **Training and Adaptation**

- Training staff to use AI tools
- Example: Onboarding sessions for new technology

## **Costs and ROI**

- Initial investment vs. long-term benefits
  - Example: Cost-benefit analysis

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# Future Trend and Developments

- The evolution of emerging technologies
- Strategic implementation
- Long-term impact

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# Prompts for Prompting

ChatGPT is an advanced AI developed by OpenAI that can understand and generate human-like text.

It's trained on a massive amount of data and can engage in conversations, answer questions, and even write stories. It's like having a smart virtual assistant that's always ready to help with language-related tasks!

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# Prompts for Prompting

## Write Clear Instructions

- Include details in your prompt to get a better response
- Ask ChatGPT to adopt a persona
- Provide examples to help with context
- Specify the desired format / length of the answer

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# Prompts for Prompting

## Mistakes to Avoid

- Don't believe everything it tells you!
- Don't share personal, company or sensitive information
- Never share original creative work or IP

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# Prompts for Prompting

Don't Rely on AI to:

- Replace original thinking
- Complete critical tasks
- Replace the human touch

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# In Summary

- More than 25% of UK lawyers are already using AI
- AI can automate time-consuming tasks, allowing lawyers to focus on higher-value activities
- By enhancing accuracy and providing predictive insights, AI tools can improve legal strategies and outcomes
- The successful integration of AI requires careful consideration of challenges, including data privacy, ethical implications, and the need for skill development



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# In Summary

## Ops Benefits

- Operational improvements
- Less efficient?

## Considerations

- Financial pressures from clients
- “What’s your AI strategy?”
- AI policies

## Risks

- Hallucinations
- Confidentiality
- Data protection and security

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Contact us.

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Questions & Conclusion

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