

THE LAW SOCIETY OF NSW

2024 ANNUAL CONFERENCE



THE LAW SOCIETY
OF NEW SOUTH WALES

Sarah Waley

Founder & Director, Ideas in Practice; Head of Clients & Markets, Turks Legal

Day 2 – Rural and Private Practice

AI Essentials: Practical Insights for Practitioners



About Sarah Waley

Sarah Waley combines her role as Head of Clients and Markets at leading mid-tier law firm, Turks Legal, with managing her own professional services brand and business development agency, Ideas in Practice.

Sarah has spent the last 20+ years accelerating growth for prominent legal, accounting and information services firms, including Turks, BDO (formerly PKF) and Wolters Kluwer.

Over her career, she has built lead generation programs resulting in millions of dollars of new business, and has written hundreds of winning corporate proposals and award submissions for firms, lawyers, barristers and chambers.

Sarah has also supported a number of firms to implement the latest in marketing technology, from CRM systems and marketing platforms to assessing options for generative AI .