YOU’RE INVITED: JOIN LMA

Discover the benefits of membership.
The Legal Marketing Association is The Authority for Legal Marketing. For more than 30 years, LMA has served the needs of legal marketing, business development and client service professionals at all stages of their careers and from firms and supporting organizations of all sizes.

Learn and Grow
As an LMA member, you’ll gain access to year-round learning designed to help you develop the skills you need to keep pace with our changing profession. All online and in-person education is shaped by the Body of Knowledge (BoK), a foundational resource which defines the core skills necessary for legal marketers. In-person learning opportunities include the LMA Annual Conference and P3® – The Practice Innovation Conference as well as local and regional programming.

Advocate
LMA advocates for the legal marketing, business development and client service professions and fosters collaboration among those driving change industry wide.

Be Recognized
Each year, LMA recognizes the best and brightest who are pushing the frontier of legal marketing through our Hall of Fame, regional Your Honor Awards and regional Rising Star Award programs. In addition to awards, gain recognition by contributing an article to Strategies magazine or the Strategies+ blog, volunteering in a leadership position or speaking at a regional or international conference.

81%
OF FIRMS LISTED IN THE NLJ 350 HAVE AN LMA MEMBER ON STAFF

“For over 20 years, LMA has been an excellent resource for my own professional development, for meeting peers, and for identifying fantastic talent in this growing profession. Many of my cherished professional successes link back to my deep ties to LMA.”

Timothy B. Corcoran
Corcoran Consulting Group, LLC

Why LMA?
LMA members have a passion for knowledge and excellence, always evolving and embracing change. By joining LMA, you will meet professionals from across the legal marketing, business development and client service professions. Join today to build highly valuable, lifelong contacts in the industry and gain the education and resources you need to innovate your practice and further your career.

Expand Your Professional Network

LMA has 4,000 members in over 25 countries. As a member in the United States and Canada, you also become part of one of the association’s eight regions, each of which offers direct access to networking, programming and events throughout your geographic area.

Online and in-person networking opportunities are available year round for you to ask questions, share best practices and receive guidance from local, regional and international peers and experts.

THE AUTHORITY FOR LEGAL MARKETING

LMA is recognized by professional associations from around the world as a trusted resource and valued partner within the legal community. As such, LMA enjoys collaborative relationships with the following organizations:

- American Association of Law Libraries
- American Bar Association
- Association of Corporate Counsel
- Association of Legal Administrators
- Australasian Legal Practice Management Association
- College of Law Practice Management
- Corporate Legal Operations Consortium
- ICON (fka Asia-Pacific Professional Services Marketing Association)
- International Legal Technology Association
- International Practice Management Association
- Law Firm Media Professionals
- Legal Sales and Service Organization Inc.
- Professional Development Consortium
- Professional Services Marketing Group
- Society for Marketing Professional Services
- Standards Advancement for the Legal Industry (SALI) Alliance
- Strategic and Competitive Intelligence Professionals (fka Society of Competitive Intelligence Professionals)

99% of members are satisfied or highly satisfied with their membership.
“LMA has been my lifeline since I entered the world of legal marketing in the early 2000s. Through my involvement as a member, volunteer and leader, I have flourished and grown, learning invaluable lessons along the way and making true and lasting connections (and friends). I am excited for the next 30 years.”

Marcie Borgal Shunk
The Tilt Institute

**BODY OF KNOWLEDGE**

- LMA’s Body of Knowledge (BoK), defines the core competencies and associated skill sets necessary for professional success in legal marketing, business development and client service
- **NEW!** LMA’s BoK Assessment Tool helps determine your current knowledge level across the BoK domains and where to focus your educational and professional development efforts
- Shared Interest Groups (SIGs), engage with other members to learn and share best practices based on common interests
- Complimentary webinar programming
- Strategies – The Journal of Legal Marketing, LMA’s peer-reviewed, bimonthly publication

**Members have access to**

- Strategies+, a blog for marketing best practices and industry issues
- LMA Podcast, an audio education program available digitally
- LMA Weekly, our regular e-newsletter that keeps members updated on important LMA and industry-wide news and events
- Our online resource library packed with industry research, best practices, tools and templates
- Job Bank, the online resource for professional opportunities
- Member directory
- And many more professional development tools and opportunities

**Members receive discounts on**

- LMA Annual Conference, P3* – The Practice Innovation Conference and regional and local event registrations
- Online courses through the Learning Store
- Select industry events held by affiliate organizations
- Recorded conference sessions available online
As an LMA member, you’ll enjoy flexible, scalable and streamlined membership. Joining LMA indicates you are serious about your career as a legal marketer or legal business professional and seek the best education, services and networking the profession has to offer.

**READY TO START?**

**CHOOSE THE MEMBERSHIP OPTION THAT’S RIGHT FOR YOU!**

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>INDIVIDUAL</strong></td>
<td>Standard option for single-person membership.</td>
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<tr>
<td><strong>GROUP</strong></td>
<td>Dues vary depending on the number of people in your group. (See next page for details.)</td>
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<tr>
<td><strong>AFFILIATE</strong></td>
<td>Contact LMA to learn more about our affiliate organization program.</td>
</tr>
<tr>
<td><strong>RETIRED</strong></td>
<td>Applies to individuals who are currently retired from the legal marketing field, have 10 consecutive years of LMA membership and have no plans to accept future employment.</td>
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<tr>
<td><strong>MEMBER IN TRANSITION</strong></td>
<td>LMA members who are unemployed receive full membership benefits during their job search, effective for six months with the possibility of extending to a total of 12 months at no additional charge.</td>
</tr>
<tr>
<td><strong>FULL-TIME STUDENT</strong></td>
<td>Full-time students must include a copy of their current curriculum schedule with their membership application.</td>
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We are all #OneLMA
## 2020 Membership Pricing

### Individual
- **$499**

### Group
- Dues vary depending on the number of people in your group. *(See chart below.)*

### GROUP RATES

<table>
<thead>
<tr>
<th>Number of Members</th>
<th>Price Per Member</th>
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<tbody>
<tr>
<td>2–5</td>
<td>$499</td>
</tr>
<tr>
<td>6–10</td>
<td>$484</td>
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<tr>
<td>11–15</td>
<td>$469</td>
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<td>16–20</td>
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<tr>
<td>21–25</td>
<td>$439</td>
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<tr>
<td>26–30</td>
<td>$424</td>
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<tr>
<td>31+</td>
<td>$409</td>
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### Affiliate
- **$225**

### Retired
- **$200**

### Member in Transition
- **$132.50**

### Full-time Student
- **$75**

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*Due to Canadian law, a GST/HST tax will be required with your 2020 membership dues for all members located in Canada.*
About Group Rates

Group rates are designed to save you money and give you more flexibility. This special program allows one administrator to process a single invoice for your firm, saving time and making tracking simple. Plus, when employees leave your firm, you can reallocate their memberships.

To take advantage of group rates, simply assign an administrator from your organization to:

- Organize your annual membership roster
- Process a single invoice for all membership renewals
- Change the membership roster if someone leaves your firm
- Add new members to your group throughout the year

To renew or join at the discounted group rate — or to add new employees to an existing group membership — have your assigned group administrator contact LMA Member Services at 312-321-6898 or by emailing membersupport@legalmarketing.org.

Add New Members

Receive discounted group rates when you add new LMA members.

- Add new members before June 1 and pay your organization’s discounted group rate. If adding the new members puts your organization in the next discount tier, they’ll receive the new, lower membership rate.
- Add new members after June 1 at the mid-year rate of $249.50 (no additional discount applies).

“LMA is a critical element of our team’s professional development. Utilizing group membership allows me to coordinate my team members’ registrations and streamline our internal processes. I love that such a great resource is also so easy to work with!”

Adam Severson
Baker Donelson
“Without the connections I’ve made in LMA, I would not have had the courage to pursue different and more challenging opportunities in my career. LMA provides valuable educational resources, leadership training and a wealth of networking opportunities. Some of my closest friends are legal marketing colleagues that I met through LMA.”

Vanessa Petrea  
Pillsbury Winthrop Shaw Pittman LLP

Empower your career. Join LMA today.  
LegalMarketing.org/Join