

Speaker Guidelines



Document Overview:

This document includes overview of LMA, LMA's offerings and audience, presentation best practices, handouts and information regarding the speaker database. This resource provides prospective speakers a high-level overview of LMA and the various speaking opportunities that are available to them.

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For more information, visit www.legalmarketing.org or email education@legalmarketing.org.

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About LMA

LMA overview

The Authority for Legal Marketing®

The Legal Marketing Association (LMA) is a 30-year-old not-for-profit professional organization that serves the needs and maintains the professional standards of the men and women involved in marketing, business development, client service and communications within the legal profession. LMA also serves as a resource for practicing attorneys and law firm leaders looking to develop their practices and gain competitive advantage.

One of the principal goals of LMA is to provide to its members vital and timely information and education on a wide variety of issues so that they may grow professionally as well as personally. At its core, LMA provides a forum for those working in marketing, business development, communications and client service in the legal profession to share and exchange ideas.

There are many benefits of becoming a member of LMA with in-person and online benefits such as:

- Educational programs- including LMA Annual Conference, P3SM – The Practice Innovation Conference, local programming, online learning, and specialized certificate programs
- Access to the **Body of Knowledge (BoK)**, which clearly defines the accepted domains, competencies and association skill sets in the legal marketing and business development profession
- An online resource library, service provider directory and job bank
- Professional networking opportunities
- Shared Interest Groups (SIGs)
- Access to LMA Speaker Database
- A private e-mail discussion group – LMA Connect
- An annual awards program – the LMA Your Honor Awards - that recognize the best work of the industry
- A weekly e-newsletter
- *Strategies* – The Journal of Legal Marketing
- Industry surveys and research papers
- Career development opportunities, volunteer leadership opportunities and opportunities to participate in industry dialogues on critical issues facing the legal profession

LMA fast facts

- Founded in 1985
- 2016 membership: 3,900+
- Members hail from 25 countries
- Eight Regions located across North America, including Canada
- Members are marketing professionals, consultants and vendors who support legal services marketing
- 95% of firms listed in the Am Law 200 employ an LMA member

For more than 30 years, the Legal Marketing Association has been the voice of legal marketing professionals and attorneys looking to develop their practices. The association addresses the demanding needs of its members by providing:

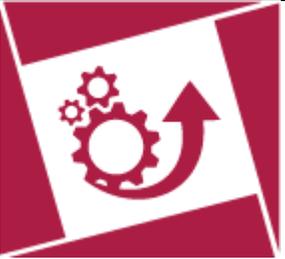
- Continuing educational and professional development opportunities
- Forums for open exchange of ideas and knowledge

- Establishment of professional ethics and standards of conduct and performance
- Education to the legal community as well as other professionals about the important role law firm marketing plays within the industry

BODY OF KNOWLEDGE DOMAINS

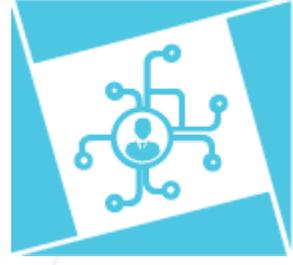
LMA has developed a new foundational resource called the Body of Knowledge (“BoK”) that defines the core skills necessary for legal marketers to be successful. The BoK clearly defines the essential and accepted domains, competencies and associated skill sets within the legal marketing profession at every level.

This resource will help legal marketers hone their skills, assist legal marketing managers to develop themselves and their teams, provide a universal benchmark against which legal marketers can be assessed, and help LMA develop and deliver the right educational programming for marketers of all levels.

	<p>Business Development drives new business and increased revenue for the law firm — both directly and indirectly — through client and prospect outreach, attorney coaching and mentoring, and market intelligence.</p>
	<p>Business of Law includes understanding the legal profession, evaluating firm financial and operational performance, building strategies to leverage market opportunities, and implementing practices that maximize performance.</p>
	<p>Client Services consist of the techniques, processes and standards by which law firms’ professional staff serve the lawyers in the firm and the clients of the firm, including the disciplines of project management and process improvement.</p>

	<p>Communications entails developing and implementing internal and external messaging strategies to broaden the impact of the firm's programs and brand position.</p>
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	<p>Marketing Management and Leadership establishes and effectively manages a highly functioning marketing organization through people and processes that foster collaboration and drive overall business objectives.</p>
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	<p>Technology Management includes identification, implementation and effective management of the technologies and technology staff that support marketing and business development.</p>
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LMA offerings and audience

The typical audience for LMA educational offerings is the following:

Law firm marketing and business development professionals:

- Chief Marketing Officers
- Director of Marketing
- Director of Business Development
- Director/Managers of Pricing
- Marketing Managers
- Marketing Coordinators
- 65% of LMA Members are Managers, Directors or CMOs

Law firm management including:

- Marketing Partner
- Managing Partner
- Attorneys with marketing responsibilities

Small firm and solo practitioners:

- Partners and associates interested in building their practice

Legal solution providers including:

- President
- Principal
- Vice President
- Director and Manager

80% of LMA Members work in-house at a law firm

LMA Annual Conference

The LMA Annual Conference and Exposition provides unparalleled educational programs, social and networking events and access to the thought leaders of the legal industry. The 2017 LMA Annual Conference takes place March 27-29 at the Aria Resort in Las Vegas, Nevada.

2016 LMA Annual Conference Attendee Demographics

Attended by senior legal marketing and business development professionals from some of the largest and best known law firms in the country, the LMA Annual Conference attracted the industry leaders and key decision makers from the legal community.

Seniority Level	#	% of Total
Director/Officer/Head	541	38%
Manager	393	28%
Service provider/Consultant	139	10%
VP/President	118	8%
Coordinator/Assistant	105	7%
Specialist/Strategist	66	5%
Other	63	4%
Grand Total	1425	100%

LMA P3™ – The Practice Innovation Conference

The LMA P3 – The Practice Innovation Conference, brings together pricing, project management and process improvement experts for two days of industry-leading education centered around the three Ps that define the event. The event traditionally takes place in the spring.

Seniority Level	#	% of Total
Chief Counsel		.64%
Manager		.31%
Service provider/Consultant	139	.13%
VP/President	118	.12%
Coordinator/Assistant	105	.06%
Specialist/Strategist	66	.05%
Other	63	.04%
Grand Total	*156	100%

*Total registration number was 400+. 156 indicate number of respondents.

Regional and Local Events

With eight Regions and over 40 LMA local groups across the United States and Canada, LMA helps members stay connected to industry professionals in your area. LMA regions and local groups are the best place to keep abreast on trends of the constantly evolving legal marketing industry, maintain open channels for the interchange of ideas, and provide regionally-based opportunities for education, research and training. Visit our [zip code calculator](#) to determine which region you belong in.

Webinars

LMA offers year-round webinars that focus on hot topics and issues. Webinars are a complimentary offering to members and are offered both live and on-demand.

Presentation best practices

LMA template

For webinars and events, it is required that the speaker use the LMA template. If you did not receive the template, please contact education@legalmarketing.org.

General suggestions

- *Have learning outcomes:* Start your session by outlining what participants will learn from your session. Learning objectives/outcomes are statement(s) of what the learner will be able to know, understand, or be able to do as a result of attending your session.
 - Less is more when it comes to learning outcomes! In most cases, you only have 60 minutes to present the content. It is far better to go deep on one or two important areas than to just skim the surface on multiple areas. Provide 2-3 clear outcomes that relay the most critical information to attendees.

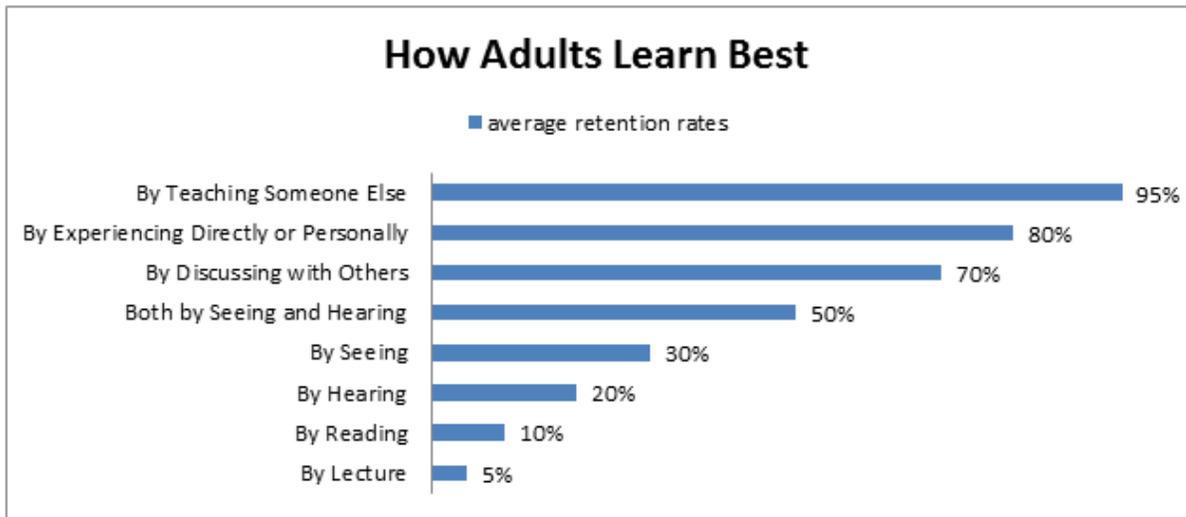
Great Action Verbs for Learning Objectives:					
<i>Knowledge</i>	<i>Understand</i>	<i>Apply</i>	<i>Analyze</i>	<i>Evaluate</i>	<i>Create</i>
Define	Describe	Illustrate	Classify	Conclude	Design
Identify	Summarize	Demonstrate	Compare	Distinguish	Compose
Recognize	Explain	Determine	Explain	Appraise	Develop

- *Use text sparingly:* Keep your points in a short, concise, outline form. This will inform the audience about the topic and will also help you remember your key points for discussion.
- *Wording should be clear and legible:* Text should be large enough to be legible from all areas of the room. Slides should have no more than five bullets and each bullet should be no longer than two lines.

- *Number of slides:* A typical rule-of-thumb is to have one slide for each 1.5 to 2 minutes of the speaking portion of your presentation (not including the Q&A times). Stick to one topic per slide.
- *Visually appealing:* Use other sources of information besides text in your presentation. Pictures and visual effects can add to the attractiveness of a presentation if used correctly.
- *Colors:* Do not use more than four colors in your presentation. The best readability comes with high contrast of intensity rather than by clashes of color.
- *Consistent through presentation:* Be consistent in presenting information in an organized, logical manner. All font, font sizes, coloring, and alignment should also be consistent and easy to read.

Presentation tips

- LMA programs are non-commercial forums. Under no circumstances will an LMA podium be used for direct promotion of a presenter's product, service or monetary self-interest. Sales pitches disguised as presentations will be immediately eliminated.
- Presentation of information is just as important as the content of a learning experience. Did you know various studies show that within one hour, people forget 50% of new information presented; within 24hrs, 70%; within a week, 90%? Here are some tips to help make your presentation an engaging activity participants will remember long after your session:
 - **Don't** read your slides. Rather, expand on the material through your personal stories, case studies, and real-life scenarios. This engaging approach connects the learner to the lesson. Remember; speak *with*, not *to*, your attendees.
 - **Don't** try to cover too much information. Remember, less is more when it comes to learning—focus on key elements for better learning transfer and avoid cognitive overload.
 - **Do** engage with the audience. Consider using polls, games, or other engagement activities throughout your presentation. Research shows attention is at its highest when something unexpected (humor, activity, visual aid, interaction, engagement) is introduced.
 - **Do** ask attendees to do something (analyze, share, discuss, reflect, etc.). Connect the learning to real-life job application. This allows for active processing and better learning.
 - **Do** create associations between concepts. This can increase your audience's ability to remember details by as much as 40%. Caine and Caine (1991) explained it as, "the greater the extent to which what we learn is tied to personal, meaningful experiences, the greater and deeper our learning will be."
 - **Do** repeat any questions. Those in the back probably did not hear it.
 - **Do** watch your time. Set yourself 10 minute goals so you don't end up with 10 slides to cover in 3 minutes.
 - **Do** speak slowly and enunciate carefully.
 - **Do** smile! Be positive, be enthusiastic, relax and have fun.
 - **Do** allow time for questions.



Adapted from the National Training Laboratories (NTL) for Applied Behavioral Science

Handouts

LMA members want skills and tools they can use immediately. The LMA audience understands the practical theories and issues facing the legal marketing industry and is looking for you to present SOLUTIONS. The ideal program will include practical advice, tips, shortcuts, and real world examples. In addition, programs must include value-added reference takeaways such as checklists, outlines, copies of PPT presentations, articles or lists of suggested further reading that support the presentation and can help attendees implement the concepts presented. It is assumed that prior permission is received for copyrighted material for all shared or duplicated material.

Speaker evaluations

All speakers are evaluated to allow for audience members to provide feedback on their learning experience. Speakers can expect to receive their evaluation results after the event. It is highly recommended that you take a look at your evaluations and use them to fine tune your presentation in the future.

Speaker database

LMA provides members access to a speaker database. This database allows members to easily search for speakers by topic, geographic region and more. We **highly** encourage you submit your information to the speaker database [here](#).