What happens in Vegas, doesn’t have to stay in Vegas...
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Thank You

2017 LMA Annual Conference Advisory Committee

Co-chairs

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Chief Marketing Officer
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Cynthia P. Voth
Director of Business Development and Administration
Miller Nash Graham & Dunn LLP

Board Liaison

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Chief Marketing and Business Development Officer
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McDonald Carano Wilson LLP

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Executive Director
Legal Marketing Association

Rebecca Wissler
Practice Group Director, Health
McDermott Will & Emery LLP
Fellow Legal Marketers,

On behalf of LMA and the 2017 Annual Conference Advisory Committee, we invite you to join us in Las Vegas, March 27–29, 2017, at the most important event of the year for the legal marketing community.

In a city known for being big and bold, we hope you will join 1500+ of your industry colleagues to engage in three days of highly substantive and varied programming that is sure to live up to the well-earned reputation that is the LMA Annual Conference. Incorporating your feedback and building on the success of recent conferences, the 2017 program is focused on new legal marketing and business development approaches for delivering successful and more sophisticated results for your firm.

The agenda features a variety of programming formats that incorporate case studies to provide concrete ideas and strategies that you can put into action as soon as you return to your office.

A few highlights of the 2017 agenda that we hope grab your attention include:

- **Essential- and Advanced-Level Sessions** – Following the LMA Body of Knowledge (BOK) and further raising the level of information offered, sessions will be labelled essential or advanced to bring you content most relevant to your years of experience.

- **Rise of the Legal Marketing Technologist** – A new and bold full-day program focused on the big ideas and big challenges of the next phase of technology-driven legal marketing.

- **A General Counsel panel specifically focused on** how the legal buying cycle is changing and what law firms need to do to respond to clients’ changing demands.

- **The Business Case for Diversity in Legal Marketing** – A town hall forum to share observations, information, and ideas for developing a greater level of diversity and inclusion in our profession.

- **CMO Roundtables** – Back by popular demand! Opportunities for in-house first-chair participants to collaborate with peers and discuss issues that are most relevant to CMOs.

As the landscape for legal services is being redefined, Las Vegas — a city built on marketing and one which is constantly re-inventing itself — is the perfect location to host us. In addition to the broad spectrum of programming, the conference offers a range of facilitated networking events, from a pool-side cocktail reception to LMA Shared Interest Group meet-ups over lunch, that will give you plenty of opportunities to meet your peers, make connections and discuss the demands of our changing industry.

The LMA Annual Conference is truly a unique experience, and we invite you to join us in Las Vegas. With the innovative programming the 2017 Annual Conference Advisory Committee has put together, our hope for the legal marketing community is that what happens in Vegas doesn’t stay in Vegas!

---

**Paul S. Grabowski**
Chief Marketing Officer
Bracewell LLP

**Cynthia P. Voth**
Director of Business Development and Administration
Miller Nash Graham & Dunn LLP

For questions about the conference agenda, contact: Kristy Perkins, Director of Research and Programming, LMA Annual Conference at K.Perkins@LMAconference.com

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Viva
LAS VEGAS
## Pre-conference Programs | Monday, March 27

8:00 a.m.  
Registration Opens / Breakfast for Pre-conference Program Participants

8:45 a.m. – 5:00 p.m.
LMA QuickStart® — Legal Marketing Essentials
Impact Marketing for Small and Mid-sized Law Firms
Breakthroughs in Public Relations, Content and Communications
CMO Summit
Legal Lean Sigma® and Project Management White Belt Certification Course
Rise of the Legal Marketing Technologist

5:00 – 6:00 p.m.
CMO SIG Reception
Legal Lean Sigma™ Reception for White Belts Certified in 2017, 2016 and 2015
First-timers’ Meet Up
Welcome Reception in the Exhibit Hall

## Conference Day One | Tuesday, March 28

7:45 a.m.  
Registration Opens

7:45 – 8:45 a.m.
Breakfast in the Exhibit Hall

8:30 a.m.  
General Session Doors Open

8:45 – 9:00 a.m.  
Welcome and Opening Remarks

9:00 – 10:00 a.m.  
Keynote Presentation

10:00 – 10:45 a.m.  
Networking and Refreshment Break in the Exhibit Hall

### Concurrent Breakout Sessions

<table>
<thead>
<tr>
<th>BREAKOUT ONE</th>
<th>BREAKOUT TWO</th>
<th>BREAKOUT THREE</th>
<th>BREAKOUT FOUR</th>
<th>BREAKOUT FIVE</th>
<th>BREAKOUT SIX</th>
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<tr>
<td>10:45 – 11:30 a.m.</td>
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<td>11:45 a.m. – 12:30 p.m.</td>
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<tr>
<td>Developing a Long-term Digital Strategy</td>
<td>Litigation and Opportunity Spotting: Outfit Your Firm for Big Profit</td>
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<td>12:30 – 1:30 p.m.</td>
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<td>Networking Lunch, Including Shared Interest Group (SIG) Tables</td>
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<td>1:30 – 2:45 p.m.</td>
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<tr>
<td>The Secrets to Organizing and Operating an Amazing Marketing and BD Department</td>
<td>Moving the Business Development Needle With Fusion</td>
<td>Artificial Intelligence: Harnessing the Power of AI and Selling the Concept Internally</td>
<td>Your Honor Awards Meets PechaKucha</td>
<td>The Business Case for Diversity in Legal Marketing</td>
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<tr>
<td>2:45 – 3:30 p.m.</td>
<td>2:45 – 3:30 p.m.</td>
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<td>Networking and Refreshment Break in the Exhibit Hall</td>
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<td>3:30 – 4:30 p.m.</td>
<td>3:30 – 4:30 p.m.</td>
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<tr>
<td>Website Development War Stories: Devising Solutions to Counter Adversity</td>
<td>Using Signature Events to Attract New Business</td>
<td>Law Firm Economics: Making Sense of the Dollars and Cents</td>
<td>Client Feedback 2.0: Critical Roles, a Fresh Perspective</td>
<td>CMO Roundtables</td>
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<tr>
<td>4:45 – 5:30 p.m.</td>
<td>4:45 – 5:30 p.m.</td>
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<tr>
<td>Content as a Business Development Tool: The 3 C’s</td>
<td>Marketing for Consumer-based Law Practices</td>
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<td>6:30 – 8:00 p.m.</td>
<td>6:30 – 8:00 p.m.</td>
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<td>Poolside Party</td>
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</table>
### Conference Day Two | Wednesday, March 29

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:45 a.m.</td>
<td>Registration Opens</td>
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<tr>
<td>7:45 – 8:45 a.m.</td>
<td>Breakfast in the Exhibit Hall</td>
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<tr>
<td>8:15 a.m.</td>
<td>General Session Doors Open</td>
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<tr>
<td>8:30 – 9:00 a.m.</td>
<td>LMA Annual Report</td>
</tr>
<tr>
<td>9:00 – 9:30 a.m.</td>
<td>LMA Awards Presentation</td>
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<tr>
<td>9:30 – 10:30 a.m.</td>
<td>General Counsel Panel</td>
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<tr>
<td>10:30 – 11:00 a.m.</td>
<td>The Rapidly Changing Legal Buying Cycle: What Law Firms and Vendors Need to do to Respond</td>
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### Concurrent Breakout Sessions

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<thead>
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<th>BREAKOUT FIVE</th>
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</thead>
<tbody>
<tr>
<td>11:00 a.m. – 12:00 p.m.</td>
<td>The “S” Word: Sales - The Do’s and Don’ts of New Market Entry That Every Marketer Should Know</td>
<td>Harnessing Predictive Analytics to Drive Client Growth and Retention</td>
<td>5 Steps to Bridging the Generational Gap in Law Firms</td>
<td>Outside the Legal Industry: How Businesses Are Using the Client Experience to Up Their Game</td>
</tr>
<tr>
<td>12:00 – 1:00 p.m.</td>
<td>Networking Lunch, Including Shared Interest Group (SIG) Tables</td>
<td>Networking for Prizes Drawing in the Exhibit Hall</td>
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<tr>
<td>1:00 – 1:30 p.m.</td>
<td>How to Make a Splash in Foreign Markets: The Do’s and Don’ts of New Market Entry That Every Marketer Should Know</td>
<td>Goldilocks and the Three Career Paths</td>
<td>The MBA Mindset: Strategy, Marketing and Metrics</td>
<td>Mergers and Integration and Laterals, Oh My!</td>
</tr>
<tr>
<td>3:45 – 4:30 p.m.</td>
<td>Why Leadership Isn’t Enough. Change Management Secrets You Need to Know to Ensure Firm-wide Adoption of Your CRM Initiative</td>
<td>Empower Your Team, Transform Perception and Drive Change for Your Department</td>
<td>How to Build a Thought Leadership Platform</td>
<td>PR That Drives BD - Partnering With Media Relations to Complement Business Development</td>
</tr>
<tr>
<td>4:30 – 5:00 p.m.</td>
<td>Conference Wrap-up</td>
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<tr>
<td>5:00 p.m.</td>
<td>Conference Concludes</td>
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### Competency

- **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.
- **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.
- **Communications** entails developing and implementing internal and external messaging strategies to broaden the impact of the firm’s programs and brand position.
- **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.
- **Technology Management** includes identification, implementation and effective management of the technologies and technology.

*Conference breakout sessions are aligned directly with the LMA Body of Knowledge domains.*
Conference Speakers

View the speaker biographies at www.LMAconference.com/bios.html

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David C. Burkhart
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Bernero & Press LLC

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Kelley Kronenberg

Carla Cogan
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Association of Corporate Counsel

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Chief Executive Officer
Infinite Global

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Managing Director for Marketing
Winston & Strawn LLP

Jef Homming
eMarketing Product Manager
Develop

Meghan Hodge
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Jaffe

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American Bar Association
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Sills Cummins & Gross

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Stet Consulting

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Partner
Axiom Consulting Partners

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Watson Business Solutions Executive
IBM Corporation

Glenn LaForce
Executive Vice President and Chief Strategy Officer
Handshake Software

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Henderson, Franklin, Starnes & Holt, P.A.

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GNGF

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Dykema Cox Smith

Amanda Loesch
Marketing Manager
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Morgan MacLeod
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Lane Powell PC

Erin Meszaros
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George K. Millionis
General Counsel
Petersen-Dean, Inc.

Steven Mindel
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Feinberg, Mindel, Brandt & Klein, LLP

Katie Moesche
Client Service Specialist
Stoel Rives LLP

Alicia Moore
General Counsel, Senior Vice President and Secretary to the Board
Echelon

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Owner
Jamie Mulholland Marketing

Eilen Musante
Chief Marketing Officer
Stroock & Stroock & Lavan LLP

Peter V. Nguyen
General Counsel & Corporate Secretary
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Chief Executive Officer
Nishlis Legal Marketing

Molly D. Nunes
Public Relations Director
Willmer Cutler Pickering Hale & Dorr LLP

Matthew Olsen
Head of Business Development, Litigation
Hunton & Williams LLP

Amy O’Neill
Marketing and Business Development Manager,
Colorado and Texas
Hogan Lovells US LLP

Danyel Patrick
Business Development Coordinator
McNees Wallace & Nurick LLC

Nancy Furman Paul
Commercial Product Director, Bloomberg Law Business Solutions
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Senior Media Relations Manager
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Chief Strategist
One North Interactive

Elizabeth Petit
Director of Research & Development and Managing Editor
Best Lawyers

Dave Poston
President
Poston Communications, LLC

Lara Quie
Head of Business Development, Asia Pacific
Duane Morris & Selvam LLP

Traci Ray
Executive Director
Barran Liebman LLP

Heather A. Reid
Director of Practice Group Marketing
DLA Piper LLP

Kimberly Rennick
Director of Sector Marketing (Americas)
DLA Piper LLP

Anna Rita
Marketing Manager
Norton Rose Fullbright

Roger Royse
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Roys Law Firm, PC

Rob Sacccone
Partner
NexLaw Partners LLC

Robert-Paul Sagner
Senior Manager, Business Development
Allen & Overy LLP

Jennifer Johnson Scalzi
Founder
J. Johnson Executive Search, Inc.

Leah Schloss
Director of Marketing
Sullivan & Worcester LLP

Sally J. Schmidt
President
Schmidt Marketing, Inc.
LMA Annual Conference Attendee Demographics

2016 Attendees by Title
- Director/Officer: 38%
- Manager: 28%
- Service Provider/Consultant: 7%
- VP/President: 10%
- Coordinator/Assistant: 5%
- Specialist/Strategist: 5%
- Other: 4%

2016 Attendees by Law Firm Size
- 0–99: 34%
- 199–250: 18%
- 251–499: 15%
- 500–999: 14%
- 1000+: 19%

2016 Attendees by Country
- Argentina
- Australia
- Bahamas
- Brazil
- Canada
- Chile
- Cayman Islands
- El Salvador
- France
- Germany
- Guatemala
- Israel
- Mexico
- Netherlands
- New Zealand
- United Kingdom
- United States
Are you a marketer with less than five years of experience working inside a law firm? Would you like to refresh your knowledge of the core competencies and best practices of legal marketing? The popular LMA QuickStart® program is for you. LMA QuickStart® is a comprehensive and entertaining one-day program focused on the key marketing and business development issues you face every day. The speaker faculty will offer no-nonsense advice that will challenge you and provide you with practical tools and skills you can apply immediately.

8:00 a.m.  Registration and Breakfast

8:45 a.m.  Co-chairs’ Opening Remarks

Michelle Friends  Regional Business Development Manager - Western Region  Jackson Lewis, P.C.

Erin W. Hawk  Chief Business Development Officer  Ohio, Shumaker, Loop & Kendrick LLP

9:00 a.m.  Law Firm 101

Ever wonder how partners’ comp gets set? How the firm’s annual budget is built? In this session, we throw away the economics glossary to explain in simple terms the business of law. Topics include:

• A summary of basic law firm economics
• How partner compensation is structured, including the difference between equity and non-equity
• How budgets are built and what affects budgets
• Why partners care about marketing

Ezra Crawford  Director, Practice Group Business Development and Management  Crowell & Moring LLP

10:00 a.m.  T-Ethics: Our Professional Obligations When Marketing Through Technology

In marketing and client development, ethics landmines are scattered throughout the landscape. The risk of rule violations is often greater when using social media and other forms of technology to raise the firm’s visibility. In this session, you’ll examine the ethics rules that govern lawyers when marketing services, the challenges of complying when marketing through facets of the Internet, and ways in which firms can ethically maximize their awareness to potential clients. Topics include:

• The risks involved in tweeting about high-profile clients
• Knowing whether or not to blog about the praise a judge just gave you in a court opinion
• Your lawyers were just listed in the “Top-notch Lawyers” directory — should you tell the world?

William E. Hornsby  Staff Counsel  American Bar Association

10:45 a.m.  Networking and Refreshment Break

11:00 a.m.  Essential Legal Marketing Technologies

Law firm marketing and client services departments are often resource-constrained because of the constantly expanding roles they’re asked to take on. The good news is that there are a wealth of technology solutions that help legal marketers do their jobs more efficiently. This program will provide an overview of the technologies employed by legal marketers. In addition, you will address how to decide when it is appropriate — based on your firm size and resources — to implement technologies and/or hire consultants to help you implement marketing technologies. Topics include:

• Operational technologies: Experience databases, CRM and ERM systems
• Communications technologies: Email marketing and social media tools
• Client development technologies: Research tools, training tools and development systems

Adam L. Stock  Chief Marketing and Client Services Officer  Allen Matkins Leck Gamble Mallory & Natsis LLP

11:30 a.m.  Attorney Persuasion — Powerful Techniques for Getting Your Way More Often

You’re responsible for persuading others to action — whether it’s a colleague, lawyer, vendor or client. In this session, you’ll learn how to better read the communication preferences of your audience, customize your message accordingly and successfully move them to action. Topics include:

• Four communication types
• Triggers for quickly identifying one’s communication type
• Techniques for customizing your approach so others feel like you’re speaking their language
• How to garner buy-in and approval on projects/initiatives

Jonathan Fitzgerald  Managing Partner  Equinox Strategy Partners

12:30 p.m.  Networking Lunch

1:45 p.m.  Be “In-the-Know”: Business Development Basics

Learn everything you need to know about business development in this jam-packed session. You’ll gain information about business development best practices, including research, RFP responses, pitch presentations, meeting preparation, lead generation and business development plans and implementation. You’ll also cover client relations topics, how to learn about business development opportunities and how to contribute impact through coaching and training your lawyers. By providing the viewpoints of both experience and creative, new energy, this session will leave you with great and easy-to-implement ideas and a solid knowledge base of business development in a law firm. Topics include:

• Basic elements within the business development function
• How to impact the bottom-line, just by doing research
• The quickest ways to make a great impression on your lawyers
• Using what you already know to make the most of business development efforts for your firm

Gia N. Altrecche  Director of Business Development and Marketing  Newmeyer & Dillion LLP

Nathalie M. Daum  Regional Director of Business Development and Marketing  Dickinson Wright PLLC

2:30 p.m.  Know Your Clients: Law School for Marketers

What is a rocket docket...reverse merger...qui tam plaintiff? As a legal marketer, you tell your lawyers that creating loyal relationships with clients requires an in-depth understanding of their clients’ businesses, industries and objectives. Similarly, it is also imperative that legal marketers understand the business of the clients they serve — the lawyers. In this session, you’ll learn how to be a strategic business developer and marketer, as well as fluent — or at least conversational — in the basics of litigation and corporate law. This practical, nuts-and-bolts session will give you the basics of litigation and corporate law. Topics include:

• An overview of the state, federal and appellate court systems, including the different stages of litigation
• Simplifying commonly-used terms and jargon
• Understanding the different transaction types, from M&A to financings and capital markets
• Determining if a deal is marketable (i.e., reviewing a deal press release for relevant information)

Carla Cogan  Director of Business Development  Manatt Phelps & Phillips LLP

Robin Gerard  Chief Marketing Officer  Stradling Yocca Carlson & Rath, P.C.

3:15 p.m.  Networking and Refreshment Break

3:30 p.m.  Through the Looking Glass: Perspectives From Marketing Leadership

Hear seasoned law professionals discuss their career paths, lessons they learned along the way and what they have on their plates that would be helpful as you manage upwards. You’ll gain with practical tips and resources, candid insights and recommendations for resources that will help in your professional journey. Topics include:

• How did you decide to pursue the career that you are working in today? What was a pivotal moment?
• What is one characteristic that you believe every leader should possess?
• What advice would you give someone going into a leadership position for the first time?
• What is an example of a time when you failed, and what you learned?

Allen Fuqua  Chief Marketing Officer  Winstead PC

Kristen Leis  Chief Marketing and Business Development Officer  Parker Poe Adams & Berstein LLP

Lisa M. Simon  Chief Client Development Officer  Lathrop & Gage LLP

Jennifer Johnson Scali  Founder  J. Johnson Executive Search, Inc.

4:45 p.m.  Wrap Up and Final Q&A

5:00 p.m.  Program Conclusion
As business development and marketing professionals in small to mid-sized law firms, our resources — time, people and money — are limited and often stretched to capacity. In order to be successful, we need to be able to implement strategies that are highly customized and that can be executed within our resources to drive business for the firm. This pre-conference program focuses on the specific tools needed to be a successful business development and marketing leader in a small to mid-sized law firm. The session will leverage the knowledge and experience of in-house marketers and consultants who have built innovative programs that can be executed in this environment. Programs will cover a range of business development and marketing topics and will include a variety of case studies so that you can leave with a clear action plan to help you maximize existing resources, and tap into new resources to exceed expectations.

### 1:45 p.m. How to Implement a Business Development Intensive

For many firms, business development coaching and training initiatives are limited to ad hoc meetings between billable hours without much formal structure, accountability or long-term effectiveness. In this session, you’ll learn how implementing an effective business development intensive can provide essential skills and create lasting behavioral changes that make the most of marketing resources and result in a greater return for the firm.

Topics include:
- How a business development intensive addresses the most critical challenges facing legal marketers today: lack of lawyer accountability
- Using existing resources to set up a business development intensive efficiently
- How to structure a training agenda and curriculum
- How to garner buy-in from lawyers
- How to track lawyer performance and convert their efforts into results

**David Ackert**
President
**Ackert Inc.**

### 3:15 p.m. Networking and Refreshment Break

### 3:30 p.m. Punching Above Your Weight

If you have a small marketing department, budget and platform, this session will inspire you to develop creative and results-oriented initiatives. Through case studies, three marketers will provide details on their programs. You’ll learn how to track and report departmental time and projects that enhance department staffing, workflow management and value to the firm. You’ll explore how a gift of $1 million in free legal services resulted in 220 new clients, 30 new referral partners and a 25 percent transition rate into paying clients. You’ll also discover how a low-cost geo-targeting ad campaign resulted in nearly 100 new matters for the firm.

Topics include:
- Creative ways to bring in business
- Methods to create and sustain a firm-wide initiative
- Ways to measure success and results
- How to build the credibility, size and value of your marketing department

**Joan Mariani Andrew**
Director of Business Development
**Varnum LLP**

**Susan Costley**
Director of Marketing
**Smith, Anderson, Blount, Dorsett, Mitchell & Jernigan, LLP**

**Barbara Joseph**
Marketing and Client Services Director
**Bowles Rice LLP**

**Sally J. Schmidt (Moderator)**
President
**Schmidt Marketing, Inc.**

### 4:45 p.m. Wrap Up and Final Q&A

### 5:00 p.m. Program Conclusion

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**Networking Events** (see p. 26–27 for details)

- **5:15 p.m.** First-Timer’s Meet-Up
- **6:00 p.m.** Welcome Reception
At the core of legal marketing is communications, which provides marketers with powerful ways to enhance the visibility of their firms and lawyers and brands through a variety of mediums, new and old. Attend this interactive program to explore the critical components of implementing a successful communications strategy using the latest public relations, content marketing and technology tools.

8:00 a.m.  Registration and Breakfast

8:45 a.m.  Co-chairs’ Opening Remarks
Cheryl Bame  Principal  Bame Public Relations
Ryan D. King  Director of Communications  Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

9:00 a.m.  Working With Your PR Firm — How to Get the Most Bang for the Buck

Law firms engage public relations firms to burnish their reputations and to get news out. It doesn’t always go well. In fact, it often doesn’t go well, usually because of a few common reasons. Frequently, the law firm feels it’s not getting what it’s paying for. So much can go wrong if shared expectations are not in place on day one. This panel of top professionals from in-house positions and an internationally-known PR firm will look at what makes a successful relationship the elements of building strong firm partnerships.

Topics include:
- How to find a firm that’s right for you
- The interview process: testing the waters
- The billings structure, and why it matters (beyond the bottom line)
- How to ensure both sides agree on the definition of success
- Communications between PR pro, the lawyers and you
- What to handle in-house

Barbara Abelafia  Senior Marketing Manager - IP  Orrick, Herrington & Sutcliffe LLP
Jamie Difteria  Chief Executive Officer  Infinite Global

10:00 a.m.  No Budget, No Resources, No Problem: Implementing a Content Marketing Program With NO Budget or Resources

While some law firms have robust departments or a team of non-practicing attorneys dedicated to fueling a content marketing program, there are just as many who don’t have access to the resources to start one. This session will provide ideas to get a program off the ground including which resources are essential and what tools you need to make it successful.

Juntae DeLane  Founder  Digital Branding Institute

10:45 a.m.  Networking and Refreshment Break

11:00 a.m.  Internal Communications — How Lawyers Answer “How’s Work?” at the Weekend Barbecue

Law firm communications plans are often focused on media relations, publicity for thought leadership activities, and better utilization of the firm's social media platforms. Often missing from the plan is internal communications. In this session, you'll consider how internal communications can reinforce your firm's strategy, enhance collaboration across practices, build a sense of esprit de corps among all personnel, and even increase overall retention. PR professionals will present case studies, templates and best practices to encourage its professionals to share ideas and actively participate in the firm's strategy that produces “a sum greater than its parts” results, as example campaigns and stats will show. You'll learn from three PR veterans why this is essential; how to make it work on a firm-wide, practice-group and individual level; and specific tips as well as common pitfalls to avoid.

Lawrence Martinez  Director of Communications  Manatt, Phelps & Phillips, LLP
Micheline Tang  Director of Communications  King & Spalding LLP

11:45 a.m.  Internal Communications: Part 2

This session will give audience members a chance to discuss and collaborate on the best tools and tactics to implement internal communications programs. At the end of the discussion, each group will share their best ideas with the entire audience.

12:30 p.m.  Networking Lunch

1:45 p.m.  Bio Rx: Making the Most of a Website Magnet

Visitors to attorney bios account for a major share of a law firm’s website visits. With mere seconds to retain visitor interest, it is essential to make the most of these website magnets. Join this session to learn what every strong lawyer bio should include and how to present it effectively as a marketing piece for the attorney and firm.

Topics include:
- The elements of a strong bio
- Ways to optimize bio online
- How to recognize pitfalls that zap the effectiveness of a bio

Amy K. Spach  Marketing Content Manager  Perkins Coie LLP
Mary M. Trice  Digital and Marketing Communications Manager  Winston & Strawn LLP

2:30 p.m.  The PR Measurement Challenge: How to Overcome It and Identify Success

Public relations measurement can be a challenge due to limited resources, competing goals and other factors. In this session, you’ll learn how to turn it into an opportunity to focus strategies and find improvement. In-house and agency professionals will present case studies, templates and best practices to encourage a shift in perspective. Using the toolkit you provide, you’ll be able to immediately create and implement a new measurement program.

Topics include:
- Defining success by linking efforts directly to BD, firm client or other goals
- Best practices for measurement
- New tools and technologies
- Approaching measurement as a continuous process that needs adjustment

Allison McClain Joyce  Director of Media Relations  Nixon Peabody LLP
Jessica G. Sharp  Principal  Maven Communications

3:15 p.m.  Networking and Refreshment Break

3:30 p.m.  Tearing Down the Silo: Integrating PR and Content

In many firms, PR exists in a silo, rarely integrated with marketing, BD or the content team. In this session, you’ll examine how today's PR director can become an executive producer and the driving force behind content campaigns. You’ll identify a strategy that produces “a sum greater than its parts” results, as example campaigns and stats will show. You’ll learn from three PR veterans why this is essential; how to make it work on a firm-wide, practice-group and individual level; and specific how-tos for blowing up silos and getting the results you want.

Topics include:
- The benefits and methods of integrated campaigns
- The dangers of the silo approach
- The benefits and methods of integrated campaigns

Vivian Hood  President of Public Relations  Jaffe
Susan Kostal  Principal  Stet Consulting

4:15 p.m.  PR Jam Session

Wrap up this pre-conference program by talking about what’s remained unspoken. Join LMA’s PR SIG co-chairs as they pull questions submitted anonymously by you from the Jam Box and facilitate a group conversation driven by what’s on your mind. Swap war stories, talk about what’s working (and what’s not), discuss where our roles are headed and tackle the pressures we face to deliver more value with fewer resources. Conclude the discussion with a wish list of what we want our firms and clients to do. Come ready to share what’s on your mind. Don’t be shy. You’re among friends, and Vegas rules apply!

Cheryl Bame  Principal  Bame Public Relations
Ryan D. King  Director of Communications  Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

5:00 p.m.  Program Conclusion

Join the Conversation  @LMAint  #LMA17  Legal Marketing Association
In an industry where the competition for legal work has intensified, clients’ legal budgets have remained flat or decreased, and procurement’s prominence is on the rise, you the opportunity to work with two different in-house counsel in this intimate setting.

Challenges and obstacles they face. You’ll be rotated once during the session giving the components of a matter from the in-house counsel point of view. Going forward, counsel faced at various stages of the matter. You’ll gain a better understanding of work with you to create the journey map by describing an actual specific matter, at a matters that required the assistance of an outside law firm. In-house counsel will work with you to create the journey map by describing an actual specific matter, at a very granular level. Included will be the decisions and challenges that the in-house counsel faced at various stages of the matter. You’ll gain a better understanding of the components of a matter from the in-house counsel point of view. Going forward, you’ll be better able to brainstorm specific ways to help your clients address the challenges and obstacles they face. You’ll be rotated once during the session giving you the opportunity to work with two different in-house counsel in this intimate setting.

Client Journey Mapping

Feeling free to ask probing questions. In return, you’ll receive unvarnished feedback on proposed solutions. This is a special opportunity to learn the best practices of client journey mapping, identify issues and bright spots, brainstorm solutions and learn how to develop a mapping process within your own firm.

Topics include:
- Daily challenges in-house counsel face and how they manage specific matters
- How to apply client journey mapping to improve client experiences
- Developing personas to use in a variety of marketing projects
- How to interview clients to better understand and improve their experience
- How journey mapping can improve collaboration within your team and firm
- Client journey mapping techniques that create a client-centric culture and improve revenue and profitability

Feel free to ask probing questions. In return, you’ll receive unvarnished feedback on proposed solutions. This is a special opportunity to learn the best practices of client journey mapping, identify issues and bright spots, brainstorm solutions and learn how to develop a mapping process within your own firm.

Topics include:
- Daily challenges in-house counsel face and how they manage specific matters
- How to apply client journey mapping to improve client experiences
- Developing personas to use in a variety of marketing projects
- How to interview clients to better understand and improve their experience
- How journey mapping can improve collaboration within your team and firm
- Client journey mapping techniques that create a client-centric culture and improve revenue and profitability

In this hands-on program, you’ll learn about client journey mapping and then roll up your sleeves and work on real maps for real matters. A group of five in-house counsel will facilitate the development of a series of maps based upon real legal matters that required the assistance of an outside law firm. In-house counsel will work with you to create the journey map by describing an actual specific matter, at a very granular level. Included will be the decisions and challenges that the in-house counsel faced at various stages of the matter. You’ll gain a better understanding of the components of a matter from the in-house counsel point of view. Going forward, you’ll be better able to brainstorm specific ways to help your clients address the challenges and obstacles they face. You’ll be rotated once during the session giving you the opportunity to work with two different in-house counsel in this intimate setting.

Client Journey Mapping (Part I) — The History of Client Journey Mapping and Examples From Other Industries

Client Journey Mapping (Part II) — Development of Personas

Working Group Exercise — Journey Map Analysis

Group Discussion of Exercise I

Group Discussion of Exercise II

Introduction of In-house Counsel

Client Journey Mapping (Part III) — Contextualizing for Law Firms

Working Group Exercise — Mapping the Journey

Facilitators: In-house Counsel and Bernero & Press

Working Lunch

Working Group Exercise II

Working Group Exercise III

Working Group Exercise IV — Identifying Pain Points and Bright Spots

3:00 p.m. Working Group Exercise — Pain Points and Bright Spots
Facilitators: In-house Counsel and Bernero & Press

3:15 p.m. Networking and Refreshment Break

3:30 p.m. Working Group Exercise — New Ideas
Facilitators: In-house Counsel and Bernero & Press

4:00 p.m. Each Table Reports Pain Points and Bright Spots and Summit Attendees Brainstorm New Ideas

4:45 p.m. Summary of Day and Q&A

5:00 p.m. Program Conclusion

CMO Summit

The Client Experience Treasure Map — Using Client Journey Mapping to Deliver a Better Client Experience

In an industry where the competition for legal work has intensified, clients’ legal budgets have remained flat or decreased, and procurement’s prominence is on the rise, you the opportunity to work with two different in-house counsel in this intimate setting.
Today's legal and business professionals are faced with new challenges and opportunities to help their firms and departments deliver greater value. Whether you are a legal marketer, lawyer or service provider, there is increasing pressure to be more efficient, develop and employ strategies and tactics based on the client perspective, and reconnect costs to the value received. Legal Lean Sigma® and project management are not just about doing more with less; they are about doing the right things and doing them right.

Do you really know how much effort it takes to do and deliver the work performed by your department or firm? If not, it is difficult to develop the right approaches to marketing, business development, staffing, pricing, practice management and more. Join this one-day certification program to learn how law firms and legal departments are collaborating and developing competitive advantages through process improvement and project management.

You’ll examine how process improvement helps to determine the best way to carry out a certain kind of work to produce efficiency, excellent quality and service. High probability of successful outcomes, predictability and greater satisfaction. Through project management, you’ll ensure that you are using your best processes and applying them appropriately to actively manage projects and deliver what is most critical for success, on time and under budget.

In this interactive certification course, you’ll take part in experiential learning, table work and discussions. Through case studies, examples and success stories from the legal profession, you’ll learn about Six Sigma®, Lean, project management and other methodologies and tools in contexts that are immediately useful and relevant to the work you do.

Topics include:
- Process Improvement (PI) and Project Management (PM): What are they?
- Key process improvement methodologies: Lean, Six Sigma®
- Stages of project management
- The PI framework: DMAIC (define, measure, analyze, improve, control)
- Award-winning PI and PM programs in the legal profession
- Process mapping
- Project charters
- Putting PI and PM together
- Getting started and structuring for success
- Common tools and approaches to implementing PI and PM

All participants are eligible for Legal Lean Sigma® and Project Management White Belt Certification from the Legal Lean Sigma® Institute. More information about LLSI is available at www.legaleanesigma.com. Legal Lean Sigma® courses give you proven, disciplined approaches, tools and skills to take your role and your firm, group or department to a new level of efficiency and profitability.

8:00 – 8:45 a.m.  Registration and Breakfast

Course Modules:
Introduction: The PI and PM Connection
Demonstration of a Timekeeping and Billing Process — Simulation
Group Exercise and Discussion
Key PI Methodologies
Lean, Six Sigma, DMAIC Overview
Key PM Concepts
Lecture, Discussion, Exercise
Project Charters
Exercises: Stakeholder Analysis, Problem/Opportunity Statement, Business Case
12:30 ~ 1:45 p.m.  Networking Lunch

Course Modules Continued:
Video and Discussion
Define Phase: Process Mapping
Exercise
Connecting the Dots: Profiting From Efficiency
Lecture and Exercise
PI and PM in Action
Exercise
Metrics — Measure Phase
Exercise: Issue Diagram — Tool for Planning Data Gathering
Collaborative Conversations
Getting Started and Structuring for Success
5:00 p.m.  Wrap Up and Closing Remarks

Pre-Conference Program
Monday, March 27

Legal Lean Sigma® and Project Management White Belt Certification Course

Instructors:
Catherine Alman MacDonagh, J.D.
Chief Executive Officer and Co-founder
Legal Lean Sigma® Institute

Catherine is a former corporate counsel and law firm executive. She now teaches and provides training and consulting services in process improvement and project management, strategic planning, marketing and business development.

A Legal Lean Sigma® Black Belt and a certified Six Sigma Green Belt, Catherine is the chief executive officer and a founder of the Legal Lean Sigma® Institute (LLSI). LLSI offers consulting services and the first process improvement and project management certifications, courses and consulting services specifically designed for the legal profession.


Catherine served on the board of the Legal Marketing Association as well as two terms as president of the LMA New England Chapter and in many other volunteer positions in LMA.

Timothy B. Corcoran
Principal
Corcoran Consulting Group

Tim is a principal with the Corcoran Consulting Group. He advises law firm leaders, in-house counsel and legal service providers on how to profit during a time of great change. This includes assisting law firm leaders with business strategy, primarily in the areas of operational excellence and business growth, and assisting in-house counsel with the development and management of preferred provider programs. He also advises legal service providers on market dynamics and sales force readiness. Tim is an expert on law firm and in-house counsel relations and is a popular lecturer on business development and operational issues.

His articles on the legal industry have appeared in Legal Week, Lawyers Weekly, Corporate Counsel, Counsel to Counsel, Forbes, Corporate Legal Times, and other publications. Tim produces the widely read “Business of Law” blog.

He was the 2014 LMA Board president and served as treasurer and co-chair of the Annual Conference Committee of LMA.

NETWORKING EVENTS (see p. 26–27 for details)
5:00 p.m.  Reception for White Belts Certified in 2017, 2016 and 2015
5:15 p.m.  First-Timer’s Meet-Up
6:00 p.m.  Welcome Reception
It’s not new news that technology is crucial to successful marketing. However, marketing technology’s role is fundamentally changing. Today’s marketing technology — and the issues it surfaces — is one of the most important drivers of marketing strategy and creativity.

This full day, forward-looking program lays out the fundamentals that legal marketing departments need to tackle in order to build a successful foundation for a 21st century marketing function. The program combines information from marketing technology leaders in other professional services industries, as well as ground-breaking work being done today by the most innovative law firms. Participants will not only get a broad view of the big marketing technology picture, but practical guidance on best practices for starting down the path of today’s thorny marketing technology issues, including data integration, marketing automation and the new privacy and ethical considerations we need to manage in today’s environment.

8:00 a.m. Registration and Breakfast

8:45 a.m. Co-chairs’ Opening Remarks
Robert A. Kahn
Chief Marketing Officer
Fenwick & West LLP
Meredith L. Williams
Chief Knowledge Management Officer
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

9:00 a.m. The Future Is Now: Scaling Expertise with Cognitive Computing
Watson is a story about people and human expertise. We’ll discuss the ways Watson works to enhance, scale, and accelerate the human expertise within legal organizations, beginning with discussion about how humans think and learn, and how our cognitive process works. We’ll then talk about the making of professionals and expertise and how Watson scales that value across your firm, and finally, how legal organizations are using artificial intelligence to delight their clients and differentiate their businesses in ways that were not previously possible.

Brian Kuhn, Esq.
Watson Business Solutions Executive
IBM Corporation

9:45 a.m. The Ethics of Data-driven Legal Marketing
As we’re collecting all this data, and more of us are storing it in the cloud, what are our legal and ethical obligations? The explosion of data in our mobile-first, cloud-first world brings both opportunities and challenges. In this session learn about some best practices for securing and leveraging data as your law firm transforms itself during what the World Economic Forum calls the “Fourth Industrial Revolution.”

Dennis Garcia
Associate General Counsel
Microsoft
David Elkanich
Partner
Holland & Knight LLP

10:45 a.m. Networking and Refreshment Break

11:00 a.m. Marketing Automation: How to Build a Platform that Nurture Prospects and Clients
We know that Marketing Automation holds tremendous potential to deliver improved value to clients through audience segmentation, next best service/action, predictive analytics, lead scoring and personalization. But how does a law firm get started? Hear from a combination of marketing automation experts on the current state of marketing automation, as well as in-house legal marketers who are figuring out the integration, staffing, cost and other resource issues needed to make marketing automation a reality.

Jeff Antaya
Chief Marketing Officer
Plante & Moran, PLLC
Leah Schliss
Director of Marketing
Sullivan & Worcester LLP

12:30 p.m. Networking Lunch

1:45 p.m. Design Thinking Workshop
As Marketing is asked to do more for our firms and deliver more value to our internal and external clients, we need to be sure our approach is solidly aligned with our clients’ expectations. This fun interactive session will explain the concept of design thinking, long used by product companies to develop blockbuster consumer products, and then have us work in groups to apply it to today’s legal marketing challenges.

Margaret Hagan
Director, Legal Design Lab
Stanford University
Jose Fernando Torres
Fellow, Legal Design Lab
Stanford University

3:15 p.m. Networking and Refreshment Break

3:30 p.m. Re-architecting Law Firms’ Data Sources
Data is driving changes across our firms. Marketing, IT, KM/Library, Finance, HR and Risk are all moving towards data-driven platforms. But opportunities crucial to the Marketing function are lost if that data is not coordinated. There are numerous ways to attack this problem, from housing key data in a central repository, to synchronizing data across multiple platforms. Hear how forward-thinking law firms are looking at information they hold across their organizations and breaking down the silos.

Glenn LaForce
Executive Vice President and Chief Strategy Officer
Handshake Software
Mark Medice
Senior Director, New Initiatives
Intapp

4:30 p.m. Wrap Up and Final Q&A

5:00 p.m. Program Conclusion

Networking Events (see p. 26–27 for details)

5:15 p.m. First-Timer’s Meet-Up
6:00 p.m. Welcome Reception

The LMA Annual Conference is a great avenue to hear latest trends, as well as have fun while making friends!
Emily Feeney
Business Development Manager
Wyatt Tarrant & Combs LLP

…DID YOU KNOW?
Fresh insights — 55% of this year’s speakers are new to the LMA Annual Conference stage.
• Planning strategic, short-term actions that support a long-term vision

Topics include:
- Examining how law firms and other professional services organizations are investing in digital as a core business development and marketing asset.
- Assessing how continuous improvement, optimization, and multi-channel communications are transforming digital marketing.
- Considering the shift from quick, tactical campaigns to a comprehensive multi-year strategy that focuses on long-term value.
- Reflecting on the role of website, social media, and email communications in favor of a comprehensive multi-year strategy that focuses on long-term value.

• How to implement a governance plan to measure and promote progress year after year.

Law firm marketing departments with the most credibility and leverage are using data to tie marketing activity directly to business results. While use of data is becoming best practice, there is a wide gulf between firms that do and do not measure marketing success. In this session, you’ll learn how the growth of digital in legal marketing has only complicated matters, giving rise to many new roles and a need for the marketing department to fee earners. You’ll consider the importance of being fluent in the language of numbers as well as in the language of campaign creation and strategy.

Topics include:
- Strategies for facilitating collaboration across multiple practices
- How to better connect niche specialists across the firm to the sellers
- The importance of creating guidelines to maintain a level of service and standardize your approach to cross-selling
- How to systematize cross-practice collaboration

ROSS-TWO
10:45 a.m. – 11:30 a.m.
Busting Silos: How to Turn the Concept of Cross-selling Into Practice

Cross-selling can be a challenging concept to successfully put into practice for reasons many business developers cannot impact, such as law firm culture and partner compensation. Efforts need to be driven from the top-down and supported by firm management and practice group leaders. This session will present a case study focused on a systematic approach to identifying the most effective strategies for facilitating collaboration across multiple practice groups and a road map for implementation. Whether you’re launching a strategic initiative involving three or more practice areas or identifying clients best suited for a teaming approach, learn how to bust silos and capitalize on cross-selling.

Topics include:
- How to systematize cross-practice collaboration
- The importance of creating guidelines to maintain a level of service and standardize before launching an initiative
- How to better connect niche specialists across the firm to the sellers
- Strategies for facilitating collaboration across multiple practices

BREAKOUT TWO
11:45 a.m. – 12:30 p.m.
Leveraging and Opportunity Spotting: Outfit Your Firm for Big Profit

Examine how to build and launch a high-impact system to track newly filed litigation in courts across the country. And, learn how to best leverage a suite of technology tools to maximize your revenue stream from existing and prospective clients. By implementing the firm-wide protocol this session details, you can help your firm seize new growth opportunities and deliver superior service to clients.

Topics include:
- Select the right litigation-spotting tools to meet your specific goals and cost constraints
- How to set up effective searches to capture filings against clients, with specific claims, and in specific jurisdictions
- Quickly identifying high-value cases and filtering out nuisance cases
- How to effectively launch a firm-wide litigation-spotting protocol
- Demonstrating return on investment by tracking and communicating success
BREAKOUT THREE
10:45 a.m. – 12:30 p.m.
Artificial Intelligence: Changing the Practice and Marketing of Legal Services

Businesses worldwide will be transformed over the next few years by enormous advances in machine learning. Very large investments are being made by some of the world’s largest tech companies, including several in the legal space. In this session, you’ll explore how the provision of legal services soon will bear little resemblance to the bill-by-the-hour profession of the last century. As the legal services evolve, so must your marketing. This panel discussion will include three TED Talks reviewing this revolution and a panel discussion of the implications for legal marketing.

Topics include:
• How and when AI is likely to transform the business of your law firm
• How to become part of this strategic discussion within your firm
• The most likely impacts of this transformation on legal marketing
• How you and your team can stay on top of this change and prepare for it

Robert Beach
Partner and Co-founder
NexLaw Partners LLC

Ryan McCleod
Vice President, Client Engagement & Strategy
Neota Logic

Elonide Semmes
President
Right Hat LLC

BREAKOUT FOUR
10:45 a.m. – 11:30 a.m.
Aligning Marketing and Business Development Resources for Law Firm Growth: Does Your Firm “Got Game”?

A recent study estimates that corporate counsel brought more than $4 billion of legal work back in house in 2016. This continuing trajectory is forcing law firms to rethink and “kandy check” how they allocate resources to marketing, business development and client management to protect their competitive advantage. How is your firm responding?

Don’t miss this session, at which we’ll explore the results of the second annual LMA/Bloomberg Law joint legal marketing survey. This year’s survey takes a deep dive into how and where law firms are investing in order to retain and grow their business. Discover what your peers are doing to maximize their investments, as well as opportunities for expansion that you may not have considered.

In this session, you will learn:
• How firms are allocating their marketing and business development budgets
• Which practice areas and industries are targeted for growth
• Alternative structures for marketing and business development organizations
• How firms are leveraging client intelligence as means to differentiate themselves
• Benchmarking information to help you make informed decisions and sell them within your firm

Nancy Furman Paul
Commercial Product Director, Bloomberg Law Business Solutions
Bloomberg BNA

BREAKOUT FOUR
11:45 a.m. – 12:30 p.m.
The “B” Word: Living the Brand

Branding doesn’t have to be a bad word and it doesn’t have to break the bank. Done right, and with the proper buy-in, branding (or rebranding) can differentiate your firm and make you stand out from the competition. It’s a strategy for calculated growth and sustained business success, not an exercise in drawing pretty pictures (although great design is important).

Drawing upon more than a decade of experience as a brand strategist and interviews with hundreds of lawyers and key stakeholders, Morgan provides a fun and informative look at the essentials of developing a brand strategy in a professional environment.

Topics Include:
• How to build brand equity for your firm and manage the process internally
• The importance of process and consistency in product and service delivery
• How to ignite key stakeholders to “live” and deliver the brand
• And why most brand equity campaigns fail and strategies to overcome these obstacles

Morgan MacLeod
Ringmaster
Cubicle Fugitive

BREAKOUT FIVE
10:45 a.m. – 11:30 a.m.
Alternative Legal Service Providers: Threats or Opportunities?

It’s no secret that alternative legal service providers (ALSPs) are an ever-expanding source of competition in the market. Some estimates put them at over $1 billion in market share already, and on pace for rapid growth. So who is using them? What are they being used for? And most importantly, do they represent a threat to your current business, or is there perhaps opportunity within these market disrupters?

Based on research conducted by the Thomson Reuters Legal Executive Institute, this session will highlight findings from a first-of-its-kind survey of how both law firms and corporate clients are using ALSPs today, and how the use of these providers will evolve in the next several years.

Topics include:
• Types of tasks clients look to ALSPs for today, and what they plan to use them for in the future
• How law firms are leveraging ALSPs now, and how these relationships will look going forward
• How law firms are starting to compete in the ALSP market
• Potential opportunities to gain new business by capturing work clients would otherwise send to ALSPs

William Josten
Manager, Legal Industry Analytics – Client Development and Thought Leadership
Thomson Reuters

BREAKOUT FIVE
11:45 a.m. – 12:30 p.m.
Anti-spam Legislation – What U.S. Firms Need to Know About Anti-spam Legislation Around the World

In the past few years over 14,000 ADA/Accessibility lawsuits were filed in California (Adaabuse.com). Whether or not the filings were warranted they have caused massive legal headaches.

July 1st, 2017 is the three year anniversary of the Canadian Anti-Spam Legislation. This milestone moment demands attention because the ‘right to private action’ comes into force. Will this be a watershed that finally pushes opted-in marketing to the forefront? Will we slide into an ADA type maelstrom?

Join us to hear more about CASL’s potential impacts and what the general state of associated legislation is in North American and the world.

Jeff Hemming
eMarketing Product Manager
TikTok

BREAKOUT SIX
10:45 a.m. – 11:30 a.m.
Best-in-breed Bios

Attorney bios are among the most trafficked pages across law firm websites. As key entry points to your attorneys and the firm as a whole, bios are an opportunity to sell you, your team and your firm.

Join this interactive session to address how to retain visitor interest, deliver relevant and engaging content to users, and pack each bio with a punch.

Topics include:
• What analytics tell us about how users access and interact with bios
• How to optimize bios from both a design and content standpoint
• What clients and prospects expect from bios
• And corporate clients are using ALSPs today, and how the use of these providers will evolve in the next several years.

Anne Heathcote
Managing Director for Marketing
Winston & Strawn LLP

Mary M. Trice
Director of Digital & Marketing Communications
Winston & Strawn LLP
Concurrent Breakout Sessions  
1:30 p.m. – 2:45 p.m.

BREAKOUT ONE  
1:30 – 2:45 p.m.  
The Secrets to Organizing and Operating an Amazing Marketing and Business Development Department

While marketing can be learned on the job or in a classroom, few CMOs are ever taught how to develop and lead a talented team to create impactful marketing. In this session, you'll identify the key steps in organizing and developing a first-class operation that will support and further your firm’s business and in developing and retaining top talent. Learn from leading CMOs who have reorganized and built diverse, multi-generational teams and how they created service models to help the firm achieve profits, growth, and innovation.

Topics include:
• How to get firm buy-in to reorganize and rebuild your team
• How to design the department to support your firm’s business strategy and culture
• The important role the structure of your department plays in the effectiveness of your marketing
• Motivating staff and managers at all levels of your marketing organization
• Key steps to being perceived not as back office but as part of the team
• What role outside experts play in developing staff

Deborah Farone  
Director, Business Development and Communications  
Cravath, Swaine & Moore, LLP

Marcia Jeffers  
Chief Marketing Officer  
Sills Cummis & Gross

David McClune  
Chief Marketing Officer  
Shearman & Sterling LLP

BREAKOUT TWO  
1:30 – 2:45 p.m.  
Moving the Business Development Needle With Fusion

How do you get lawyers to develop their practices, raise their profiles, and create good business development habits — while you build your credibility, change how lawyers view your contributions, and win a seat at the table? The answer is through Fusion.

This presentation introduces Fusion, a practical and straight-forward program that helps legal marketers jump into business development coaching or expand their programs. Through a panel discussion with past Fusion participants, you’ll learn what worked and what didn’t, and gain valuable feedback from lawyers who have participated in the program.

Topics include:
• A practical program to implement within your law firm
• Key tools to kick-start the program
• Strategies for approaching your managing partners, CMOs, or marketing committees to guarantee a successful program

Timothy R. Aragon  
Partner  
Hogan Lovells US LLP

Koree Khongphand-Buckman  
Regional Head Business Management, Americas  
Hogan Lovells US LLP

Amy O’Neill  
Marketing and Business Development Manager, Colorado and Texas  
Hogan Lovells US LLP

BREAKOUT THREE  
1:30 – 2:45 p.m.  
Artificial Intelligence: Harnessing the Power of AI and Selling the Concept Internally

Artificial Intelligence (AI) is helping law firms both grow revenue and operate leanly. Join this panel presentation to focus on how some firms are leveraging AI platforms to generate new revenue streams and increase internally efficiencies to improve profitability. You’ll hear how three very different firms all sold the concept of utilizing AI internally — from the IT, marketing and consulting perspectives — and how each overcame internal obstacles.

Topics include:
• How AI is not replacing attorneys, but rather scaling their expertise and judgment
• What buyers of legal services want to know
• How repeatable knowledge tasks are being automated
• How AI can greatly enhance internal initiatives, such as cross-selling and pricing
• How integrating many different products can create powerful platforms that solve complex problems in unique ways

Steve Fletcher  
Chief Information Officer  
Best Best & Krieger LLP

Rob Sacccone  
Partner  
NexLaw Partners LLC

Patrick Fuller  
Vice President  
Neota Logic, Inc.

Katherine Hollar Bardnard (Moderator)  
Chief Marketing Officer  
Firesign

…DID YOU KNOW?  
The deadline to get the discounted hotel room rate is March 3, 2017.

The LMA Annual Conference is all about learning new ideas and networking with colleagues and meeting new ones.

Merry Neitlich  
Extreme Marketing
BREAKOUT FOUR

1:30 – 2:45 p.m.
Your Honor Awards PechaKucha Returns

Last year’s session was a hit, so this year we are bringing it back. This session is perfect for you if lawyers at your firm ever ask you how other firms are marketing or developing business or if you are looking for inspiration for your next big marketing or business development project. This is a sneak peek at some of the best of the best marketing and business development projects from across LMA.

LMA’s Your Honor Awards recognize excellence in legal marketing and business development, and, during this session, you’ll hear directly from YHA finalists about their recognition-worthy projects. You will get insight into the campaigns of this year’s finalists and some of the secrets to their success in an exciting and fun presentation style.

This session uses the PechaKucha (Pe Cha Koo Cha) format, where each presenter has just under seven minutes to speak, using 20 slides that automatically advance every 20 seconds. This fast-paced program is designed to showcase the creativity, execution and achievement of the finalists. You will hear about the strategy, tactics and details of their success. Laugh, learn and enjoy yourself with this dynamic session.

Facilitated by:
Jabez LeBret
Chief Marketing Officer
GNGF

Presented by:
Thomas E. Choberka
Chief Marketing & Business Development Officer
Kelley Kronenberg
Anna Rita
Marketing Manager
Norton Rose Fulbright

Breakout Session Key

- Business Development
- Business of Law
- Client Services
- Communications
- Marketing Management and Leadership
- Technology Management

Competency

- E Essential
- A Advanced

BREAKOUT FIVE

1:30 – 2:45 p.m.
The Business Case for Diversity in Legal Marketing

Major corporations, including eBay, United Airlines and McDonald’s, have pledged to give their legal work to more diverse law firms. This effort is in support of the ABA’s Resolution 113 that urges all providers of legal services to expand and create opportunities at all levels of responsibility for diverse attorneys. Through this session, you’ll learn how the business case for diversity in legal services has never been made more evident. And, you’ll be encouraged to increase minority representation among legal marketers, a key factor in a law firm’s ability to foster productive teams and engage diverse internal and external clients. This town hall forum will share observations, information, and ideas from the audience for developing a greater level of diversity and inclusion in our profession.

Topics include:
- Identifying and addressing diversity barriers
- Attracting and retaining diverse professionals
- Creating programming, processes and practices promoting diversity and inclusion
- How demonstrating increased diversity can translate into enhanced law firm business development programs
- Moving forward, supporting and sustaining efforts

Facilitated by:
José Cunningham
Chief Marketing and Business Development Officer
Nixon Peabody LLP

Kenneth O. C. Imo
Director of Diversity & Inclusion
Morgan, Lewis & Bockius LLP

Megan M. McKeon
Practice Manager
Katten Muchin Rosenman LLP

Paul Webb
Senior Vice President, Marketing & Business Development
Jaffe

DID YOU KNOW?

Video recordings of breakout sessions — synched with presentation materials — are available to purchase for a low rate.
BREAKOUT ONE

3:30 – 4:30 p.m.
Website Development War Stories: Devising Solutions to Counter Adversity

Join this panel discussion to learn ways to overcome the tremendous challenges that arise with a law firm website design project. You’ll cover topics that span the spectrum, from project management issues to navigation and usability concerns.

Topics include:
• How to plan before you design
• Methods that allow for attorney input without introducing delays
• How to manage the emotional needs of various stakeholders
• Secrets to striking the right balance between beauty and practicality
• Tips for how to quickly get visitors to the content that interests them

Jennifer A. Davemport
Chief Marketing Officer
Dinsmore & Shohl LLP
Jasmine Trillos-Decarie
Chief Business Development Officer
Stoel Rives LLP
Amy Knapp
Founder
Knapp Marketing
Robert Algeri (Moderator)
Partner
Great Jakes Marketing Company

4:45 – 5:30 P.M.
Content as a Business Development Tool: The 3 C’s

Content is king, but it cannot rule alone. The ability to develop effective content marketing strategies and appropriate tactics is becoming a critical component of law firm success. In this session, you’ll learn how context is just as important, and how equally important is the conversation it creates. You’ll look at how creating engaging and relevant content and then delivering it through the right channels can help firms tell their service and value story — and drive action by clients and prospects. This is what is called the 3 C’s: content, context and conversation.

There are so many content approaches and channels available — learn here how to figure out where to begin.

Topics include:
• How to leverage the value of content marketing to supercharge your firm’s business development efforts
• Tips for developing a powerful content strategy to influence and shorten your client’s buying process
• Tactics to deploy and the metrics to track to gauge the success of your efforts
• How to mine for analytic insights to gain a competitive advantage

Gil Wolchock
Director of Sales, InterAction
LexisNexis

BREAKOUT TWO

3:30 – 4:30 p.m.
Using Signature Events to Attract New Business

Standing out among your competitors is an important aspect of marketing and business development. Holding unique, annual events that are recognized throughout the community reinforce brand recognition, attract interest and help you rise above the noise in a crowded marketplace. Referrals and word of mouth are often the most successful ways of getting new work in the door, and memorable events are a key way to get people talking about your firm. Join this session to hear TED Talks on how three firms used signature events to attract new business — from initial concept, to successful planning, to perfect implementation, to generating new relationships, referrals and clients. Learn about events focused on clients, specific industries and referral sources.

Topics include:
• Identifying potential signature events that can create business for your firm
• How to create a memorable event that no one else duplicates
• Event management tools and important do’s and don’ts
• Critical follow-up steps and strategies to turn prospects into clients

Katie Moeschke
Client Service Specialist
Stoel Rives LLP
Roger Royse
Founder
Royce Law Firm, PC
Traci Ray, Esq.
Executive Director
Barran Liebman LLP

4:45 – 5:30 p.m.
Marketing for Consumer-based Law Practices

What do you need to know and do to marketing to consumer-based law practices? Find out in this session. You’ll explore how to find your marketing target and determine your marketing budget, as well as how to market to referral sources and/or directly to consumers.

Topics include:
• Identifying the right target for your marketing
• Developing a marketing budget
• Analyzing your return on investment
• How to market a consumer-based practice
• Tips for getting associates and partners involved in generating new business

Mark A. Chinn
Founder
Chinn & Associates, PC
Steven Mindel
Managing Partner
Feinberg, Mindel, Brandt & Klein, LLP

BREAKOUT THREE

3:30 – 5:30 p.m.
Law Firm Economics: Making Sense of the Dollars and Cents

Marketing professionals focus daily on the function at the very core of law firm success or failure — revenue generation. Because law firms must operate more like traditional businesses than ever before, it is essential that you understand how the decisions made in individual or group attempts to garner business affect law firm performance. This session will cover group performance metrics and how each of those move with business development tactical decisions. Further, we will review how those group metrics funnel up to the firm level and affect firm profit, employee compensation, and resource allocation.

Participants will learn:
• The metrics that define group performance in law firms
• How those metrics move with business development tactics, like hourly rate and volume discounts, staffing, alternative fees and the like
• How group performance affects overall firm performance
• How firms calculate profit and then translate that into compensation and resource allocation

Ralph Allen
Chief Operating Officer
Allen Matkins Leck Gamble Mallory & Natsis LLP
Jennifer P. Keller
President & Chief Operating Officer
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC
Concurrent Breakout Sessions
3:30 p.m. – 5:30 p.m.

BREAKOUT FOUR
3:30 – 4:30 p.m.
Client Feedback 2.0: Critical Roles, a Fresh Perspective

Client feedback provides access to a client's individual definition of value. In Client Feedback 2.0, the voice of the client drives strategy and creates a dynamic for business development professionals to play a critical role in partnership with their lawyers. Similar to how sales managers and their sales forces work together to develop client relationships, Client Feedback 2.0 is an opportunity for you to offer strategic value to lawyers, the firm and the client. Using case studies, this session will demonstrate how Client Feedback 2.0 is an opportunity to inspire and direct the lawyers you support.

Topics include:
- New roles and responsibilities in client service
- Different types of client feedback
- Indicators of a client's definition of value
- Ways to maintaining a commitment to client feedback
- Actionable next steps

Alison Swenton Arjoon
Strategic Advisor to the Chairman
Covington & Burling LLP

Dave Bruns
Director of Client Service
Farella Braun + Martel LLP

Tara Weintritt (Moderator)
Partner
Wicker Park Group

BREAKOUT FIVE
3:30 – 5:30 p.m.
CMO Roundtables

The CMO roundtables are an excellent opportunity for our more senior-level participants to participate in working group roundtable discussions with industry peers.

Moderators will facilitate and inspire the conversation, using key data and information from earlier conference presentations, where applicable. The conversational format is an ideal forum to voice opinions, share experiences and best practices, and absorb knowledge from peers.

Attendees choose two of the following four discussions with approximately one hour spent on each discussion.
1. Metrics that Matter – how are firms leveraging big data to improve marketing and business development investments.
2. Artificial Intelligence – how firms are adopting AI platforms to generate new revenue streams and improve internal efficiencies to improve profitability.
3. Dealing with major crises for the firm – preparing for a potential negative news event before it happens.
4. Staying Relevant – As a CMO, how are you evolving? How can you become a more strategic and valued part of the firm and influence change? What is next for the CMO role and the next phase of your career?

Attendance is limited and restricted to in-house law firm participants who are their firm's top marketing or business development professional. One participant per firm. If you are interested in attending, please email Kristy Perkins at K.Perkins@LMAconference.com and add ‘CMO Roundtables’ in the subject line.

BREAKOUT FOUR
4:45 – 5:30 p.m.
Connecting the Dots: Practice What You Preach

You are successful and you are surrounded by successful people. Have you ever tried to see how those connections could help your firm? Hear from a leading CMO, Adam Severson, about how he has effectively leveraged relationships to win business for his firm. You’ll learn about the sales process through a real-world case study, from introduction to getting hired to continued client service. The client, Christopher Javillonar, General Counsel of Permobil, will share his perspective on pitches, what works, and what doesn’t. You’ll hear a detailed breakdown of various real-life client meetings and sample follow-up communications and relationship development tactics after securing the first matter.

Topics include:
- Ways to leverage your existing relationships to identify business opportunities for your firm
- Questions to ask current and prospective clients to identify needs
- How to follow up, make connections, and add value to a client relationship
- Perspectives from a client on how a firm pitches for business

Christopher Javillonar
General Counsel
Permobil, Inc.

Adam Severson
Chief Marketing and Business Development Officer
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

...DID YOU KNOW?
2017 marks the 32nd anniversary for this conference — each year attendance increases!
Conference Day Two | Wednesday, March 29

7:45 a.m.  Registration Opens
7:45 a.m.  Breakfast in the Exhibit Hall
8:15 a.m.  General Session Doors Open
8:30 a.m.  LMA Annual Report
9:00 a.m.  LMA Awards Presentation

LMA's recognition program enhances awareness of the contributions the LMA members make to the LMA community and the profession of legal marketing.

Hall of Fame Award celebrates individuals who have made extraordinary contributions to the legal marketing industry and LMA.

Your Honor Awards is the longest-running, annual international awards program recognizing excellence in legal marketing.

Rising Star Award recognizes exceptional professionals who are 35 years old or younger or who have less than 10 years of overall work experience in the legal marketing and business development profession.

9:30 a.m.  General Counsel Panel Hosted By: ALM

The Rapidly Changing Legal Buying Cycle: What Law Firms and Vendors Need to Do to Respond

Corporations are constantly evaluating the way they do business and how this impacts their bottom line. Expectations of legal service providers are also shifting, along with budgets. During this panel, you will learn from General Counsel and those most closely involved in legal services purchasing decisions how the buying criteria is changing.

Topics include:
• What are corporations looking for from providers that they cannot handle in-house? How does this change based on the size or the organization?
• How is the role of the procurement officer impacting client relationships?
• How are legal spends being categorized between high-stakes and commodity investments?
• Are dollars shifting from law firms to tech vendors?

Connie Brenton  Chairman of the Board  Corporate Legal Operations Consortium (CLOC)  Senior Director of Legal Operations  NetApp, Inc.
Steve Harmon  Vice President and Deputy General Counsel Legal Services  Cisco Systems, Inc.
George K. Milionis  General Counsel  Petersen-Dean, Inc.
Jeffrey Franke  Chief of Staff to the General Counsel and Senior Director of Global Legal Operations  Yahoo, Inc.

Richard Caruso (Moderator)  Vice President, Legal Media  ALM LLC

10:30 – 11:00 a.m.

Networking and Refreshment Break in the Exhibit Hall

Everyone Needs a Good Mentor

Make a new connection before you step foot in the ARIA — by becoming a conference mentor or mentee. The LMA Annual Conference mentoring program connects first-timers with individuals who have attended previous LMA conferences. Mentors provide guidance on navigating the conference and a friendly face to help first-timers get connected at the event.

The learning and relationship building start long before arriving at conference, via phone and email, as mentors and mentees connect to plan for the big event. When registering for the conference, be sure to indicate your interest in participating in this rewarding program as either a mentor or mentee.

Engaging with the LMA community has tremendous professional and personal benefits, and this effort aims to grow that network one person at a time.

For questions or to register to be or request a mentor, email Kristy Perkins at: K.Perkins@LMAconference.com.

As a first-time attendee, the mentor/mentee program was an excellent jumping-off point. My mentor reached out before the conference with a friendly introduction and helpful tips on tackling the robust program schedule. At the start of the conference, LMA hosted a wonderful mentor/mentee reception where I connected with my mentor in-person and also met fellow first-timers who became familiar faces throughout the conference and valuable connections post-conference. I highly recommend any newcomer sign-up — it’s a great way to engage with the LMA community.

Kate Yetter  Manager, Business Development & Marketing  Morris, Nichols, Arsht & Tunnell LLP
BREAKOUT ONE
11:00 a.m. – 12:00 p.m.
The “S” Word: Sales

Sales. While some firms still hesitate before actually using the word, most agree that focusing on driving revenue through an effective sales process is critical. As legal marketers and business development professionals, we are selling every day, both internally and externally. Join top sales and business development professionals from different-sized firms to discuss proven strategies for growing top-line revenue, galvanizing lawyer support and measuring success. You’ll learn — whether mega-firm or boutique, firm size doesn’t matter when it comes to successful selling.

Topics include:
- Tips on how sales and marketing teams can work together to keep your firm top of mind in the marketplace
- How to make your personal and professional network your most valuable asset
- Why client advocacy and measuring client satisfaction are vital to revenue generation
- The importance of connecting and the art of the value added introduction

Sheila L. Ardalan  
Chief Operating Officer  
Summit Law Group, PC

David C. Burkhardt  
Principal  
Wyrick Robbins Yates & Ponton LLP

Jonathan Mattson  
Director of Business Development  
BakerHostetler

Catherine Zinn  
Chief Client Officer  
Orrick, Herrington & Sutcliffe LLP

BREAKOUT TWO
11:00 a.m. – 12:00 p.m.
Harnessing Predictive Analytics to Drive Client Growth and Retention

What if you could accurately predict what clients truly value and will pay for? Harnessing your firm’s “big data” can tell a compelling and actionable story. Learn how DLA Piper LLP’s marketing team uses a predictive analytics (PA) model to harness data, create market insights and drive client growth and retention.

Topics include:
- What big data is in the law firm context
- How to define a problem and then compile big data to develop a PA model
- How to implement a PA model to drive marketing and business development
- Building consensus and gaining leadership buy-in

David C. Kuhlman  
Partner  
Axiom Consulting Partners

Mark J. Masson  
Principal  
Axiom Consulting Partners

Heather A. Reid  
Director of Practice  
Group Marketing  
DLA Piper LLP

Kimberly Rennick  
Director of Sector Marketing  
DLA Piper LLP

Barbara Taylor  
Chief Marketing Officer  
DLA Piper LLP

BREAKOUT THREE
11:00 a.m. – 12:00 p.m.
5 Steps to Bridging the Generational Gap in Law Firms

Call me. Send an email. Mail a hard copy. Let’s meet face-to-face. No, FaceTime will do. Generational differences in the workplace are on the rise. In this session, you’ll learn how multiple generations receive and deliver information through verbal and non-verbal communications. The panel — consisting of a Baby Boomer, Gen Xer and Millennial — will present real-life scenarios on how to effectively overcome generational differences while serving and supporting client teams, preparing for client visits, and collaborating on RFPs to better serve the firm.

Topics include:
- How to identify and raise awareness of generational differences
- How to improve communication and active listening skills between generations
- Best practices for accommodating the needs and values of different generations
- How to find the balance between building on traditional practices and supporting flexibility and creativity
- How to work more effectively in teams by addressing generational differences

Lilian Tomovich  
Chief Experience Officer  
Sharp HealthCare

Maggie T. Watkins  
Chief Marketing Officer  
MGM Resorts International

Breaking the Generational Gap in Law Firms  
New for 2017

Elizabeth Petit  
Director of Research & Development and Managing Editor  
Best Lawyers

Nicole Abboud  
Millennial Speaker and Consultant, Attorney and Podcaster  
Abboud Media

Iris Jones  
Chief Business Development and Marketing Officer  
McNees Wallace & Nurick LLC

Danyel Patrick  
Business Development Coordinator  
McNees Wallace & Nurick LLC

BREAKOUT FOUR
11:00 a.m. – 12:00 p.m.
Outside the Legal Industry: How Businesses Are Using the Client Experience to Up Their Game

Companies of all sizes are now shifting their focus to the customer experience (CX) to retain clients and impact the bottom line. Through this moderated panel, you’ll examine what these companies are doing and how law firm marketers can implement similar programs while gaining different industry perspectives.

Topics include:
- How companies are building CX strategies and what they look like
- What the legal profession can learn from their experiences
- Implementing your own CX programs
- Tools to aid in the implementation and transformation

Lynn Skoczelas  
Chief Experience Officer  
Sharp HealthCare

Susan Letterman White  
Founder and Managing Partner  
Letterman White Consulting

Meghan Hodge  
Account Manager  
Call TrackingMetrics

Top 5 questions you didn’t know you can ask

Meagan Me floats through Microsoft

David Mead  
VP of Business Development, North America  
Qorus Software

Learning Lab invites participants to explore topics in high energy, “bite-size” segments. The Lab will encourage networking and idea-sharing, providing a forum for cutting-edge material to supplement our standard programming.

These 15-minute presentations by our sponsors showcase a variety of marketing tips and best practices.

The importance of being able to track inbound calls, just like online clicks

Meghan Hodge  
Account Manager  
Call TrackingMetrics

Learn how global law firms are automating pitches and RFPs through Microsoft

Elizabeth Petit  
Director of Research & Development and Managing Editor  
Best Lawyers

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Best Lawyers

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The importance of being able to track inbound calls, just like online clicks

Meghan Hodge  
Account Manager  
Call TrackingMetrics

Learn how global law firms are automating pitches and RFPs through Microsoft
BREAKOUT ONE

1:30 – 2:30 p.m.
How to Make a Splash in Foreign Markets: The Do’s and Don’ts of New Market Entry That Every Marketer Should Know

A growing number of law firms are expanding their international footprint, whether via mergers, alliances, cooperation agreements or opening new offices. Join this panel discussion to explore various aspects of legal marketing outside the United States. Gain insights, anecdotes and survey-based information from international legal marketers hailing from the United Kingdom, continental Europe, the Middle East and Asia-Pacific. You’ll deepen your understanding of the knowledge, skills, tools and resources necessary to market your services around the world and expand into new international markets.

Topics include:
• Legal marketing outside the United States — what’s hot, what’s the same, what’s not?
• How law firms around the world are using social media and legal tech
• What legal marketers must be aware of when entering new geographic markets
• Adapting your marketing approach to local customs and practices that shape relationships between clients and their counsel
• Challenges you’ll face when managing and working with legal marketing colleagues across the globe

Paul Jaffe
Founder and Managing Director
Myddleton Communications

Idan Nishlis
Chief Executive Officer
Nishlis Legal Marketing

Lara Quie
Head of Business Development, Asia Pacific
Duane Morris & Selvam LLP

Jill Warren
Director of Business Development and Marketing
Bird & Bird LLP

Timothy J. H. Delaney (Moderator)
Chief Marketing Officer
Association of Corporate Counsel

BREAKOUT ONE

2:45 – 3:30 p.m.
Creating a Firm-wide Marketing and Business Development Budget Process to Improve Influence, Accountability and Collaboration

In this session, you’ll learn how to influence marketing budget allocations to teams and attorneys and tightly manage the expense process. The result: You’ll have greater impact on business development, more strategic influence on attorneys and firm leadership, and get the funds to implement new initiatives. You’ll learn from a case study of how Arnall Golden Gregory, after researching best practices, implemented a distinct and firm-wide budget and expense process over three years, to drive a more effective marketing and business development team and culture.

Topics include:
• The fair allocation of budgets to attorneys, teams and central marketing
• Using budget submissions as an effective form of attorney business plans
• Shifting more funds from individual activities to team-based activities
• How to hold attorneys and practice leaders accountable for their spend
• Empowering marketing and practice leaders/managers to respond to unbudgeted opportunities

Jonathan Eady
Managing Partner
Arnall Golden Gregory LLP

Clinton Gary
Chief Marketing Officer
Arnall Golden Gregory LLP

BREAKOUT TWO

1:30 – 2:30 p.m.
Goldilocks and the Three Career Paths

So you love your job in legal marketing. But where do you see yourself in five years? Leading a mid-size firm’s efforts? A large firm’s? Maybe doing external coaching or consulting? Three veteran law firm marketers will share their experiences doing just those things. Plus, they’ll pass along some key elements that will help you succeed and select the career path that is “just right.”

Topics include:
• Understanding what life would be like in each role
• Specific goals, degrees or business plans you must make or achieve before landing/succeeding in that role
• Honest feedback and frank discussion about what will work and what will not

Jim Jarrell
Director of Marketing and Practice Development
Stark & Stark Attorneys at Law

Tricia M. Lilley
Chief Marketing Officer
Fox Rothschild LLP

Jamie K. Mulholland
Owner
Jamie Mulholland Marketing

BREAKOUT TWO

2:45 – 3:30 p.m.
The Legal Marketer as an Agent of Consequential Change: The Science and Art

The legal marketer works in an environment that is based on precedent, is risk averse, and thrives on an ability to identify the downside of any situation. Into this arena we march, wide-eyed, optimistic and speaking of opportunity. In this session, examine how your success, never mind professional survival, depends on becoming an effective agent of change. How do you instigate and inspire a proactive approach to the market without burning bridges and losing your job? Explore what it takes to embed a shift — from reactive to proactive — in your marketing and business development.

Topics include:
• Why it seems lawyers and marketers are from different planets and how to bridge the gap
• The keys to instigating conversations that seed change (as opposed to aggravating or aggravating)
• Three things law firm leaders wish marketing leaders would do
• A three-point plan to help marketers connect with lawyers

Eric R. Fletcher
Chief Business Development and Marketing Officer
Liskow & Lewis
BREAKOUT THREE

The MBA Mindset: Strategy, Marketing and Metrics

The typical legal marketing department brings together a wide range of professionals, from J.D.s to designers, event planners to web masters...and MBAs. What can MBAs bring to the business development table to enhance your department and help it flourish? Join business leaders as they guide you through the business insight and processes that seasoned professionals with cross-industry experience can bring. Gain pragmatic lessons learned from business school and explore how they apply to business development professionals. The speakers will give TED Talks on strategy, marketing tools and metrics to enable you to help your firm and lawyers achieve desired results.

Topics include:
- How to see the big picture and drive long-term success
- Thinking like a consultant
- Understanding business structure analysis
- Using strategy and marketing frameworks and tools
- How to establish process-driven efficiency, measure the success of your efforts and analyze the results

April Gallagher
Global Head Strategic Marketing
Orrick, Herrington & Sutcliffe LLP

Helena Lawrence
Senior Marketing and Business Development Manager
Orrick, Herrington & Sutcliffe LLP

Ellen Musante
Chief Marketing Officer
Stroock & Stroock & Lavan LLP

Matthew Olsen
Head of Business Development, Litigation
Hunton & Williams LLP

BREAKOUT THREE

2:45 – 3:30 p.m.

Building Client Trust and Loyalty With Engaging Legal Content

Law firms are under pressure to innovate and find new revenue streams. Clients are demanding more for less and law firms are being forced to listen. What is your client digital journey? How do you create amazing client experiences to help win new business and build stronger business relationships? This session will highlight key areas of client engagement: content marketing, content hubs, digital pitch strategies, client portals and key account management. You'll identify clear and identifiable actions to improve your success illustrated by real-life examples.

Topics include:
- How to use your CMS for multiple use cases
- The client journey, from discovery to key account
- Personalizing the client experience
- The importance of digital harmonization

Ben Wightwick
Product Director
HighQ

BREAKOUT FOUR

1:30 – 2:30 p.m.

Mergers and Integration and Laterals, Oh My!

It can be scary...the notion of integrating a single lateral, a group of laterals, or even scarier...a large firm merger. Two marketers, experienced with lateral integration from solos to groups, will share their knowledge, tips, and experiences in the integration process. Walk through all of the process of welcoming laterals beginning with the interview process, and up through successful integration within the firm. Takeaways include checklists and planning documents.

Items covered include:
- Strategies for communication — inside and outside the firm
- Checklists to stay on target
- Questions to ask throughout the process
- Long term follow up beyond the initial integration period

Kathleen Flynn
Chief Marketing Officer
Bryan Cave LLP

Cecilia R. Linton
Senior Marketing Manager
Dykema Cox Smith

BREAKOUT FOUR

2:45 – 3:30 p.m.


Law firms of all sizes can benefit from marketing automation technology. Through automation, marketing activities of all types — from managing a content calendar to building an experience database to executing a client feedback program — can become more efficient. In this session, you’ll learn how this newly acquired efficiency can help your firm reduce costs, increase scale of operations, minimize downtime and improve response rate and follow-up. You’ll take a deep-dive into marketing automation including the principles and process, the technology providers available, and the potential use cases for automation. Specific case studies and examples will be offered throughout the session.

Topics include:
- The principles of marketing automation
- The potential use of applications for implementing marketing automation in your operation
- How to build a formal process for identifying elements that can be automated
- Understanding the process of designing and implementing a full-loop marketing automation program

Clayton Dodds
Director of Marketing
Law Offices of Peter N. Brewer

BREAKOUT FIVE

1:30 – 3:30 p.m.

Strategy, Pricing, and Good Fortune: The Art and Craft of Buying and Selling Legal Services in the Real World

Join our speakers for this practical, hands-on session that will cut through buzzwords and unnecessary complexity to help attendees understand and flourish in the business of selling, pricing, and purchasing law firm services. Today’s law firm management requires a much more holistic approach to revenue and profit than ever before and the law firms that successfully adapt to this change will earn a competitive advantage in the market. Our speakers will offer a comprehensive and fun view of the entire pricing ecosystem.

This session will feature collaborative group exercises exploring:
- Why, how, and for what corporations hire outside counsel
- How and what it means to price services, with and without a dedicated pricing team
- What profitability means, when it’s important and when it’s not
- How law firms and corporations think about (and measure) performance
- The future of pricing in law firms and corporations

Eric S. Meltzer
Director of Strategy and Pricing
Lane Powell PC

Matt Wahlquist
Legal Operations Manager, Law Firm Relations
PayPal
BREAKOUT ONE

3:45 – 4:30 p.m.
Why Leadership Isn’t Enough. Change Management Secrets You Need to Know to Ensure Firm-wide Adoption of Your CRM Initiative

With corporate legal departments bringing more work in house and radically downsizing their outside law firm panels, effective customer relationship management (CRM) activities have taken on increasing importance in the struggle for firms to remain profitably competitive. According to a recent survey, 90 percent of firms plan to make new investments in CRM technology. Unfortunately, simply implementing technology alone won’t allow law firms to leverage the strategic and financial benefits of CRM. Without sufficient user adoption across their organizations, their initiatives are doomed to fail. We surveyed a diverse group of CRM users and will share eye-opening insights into adoption dynamics.

Session key takeaways:
• Key factors you need to consider when formulating your own change management strategy
• How to unlock the power of change management to increase CRM user adoption
• How to deliver customer experiences that set your firm apart

Dr. David W. Jacobs
Client Advisor, InterAction

LexisNexis

BREAKOUT TWO

3:45 – 4:30 p.m.
Empower Your Team, Transform Perception and Drive Change for Your Department

Marketing and business development departments are continually stretched to perform at a higher level with less resources. If you are new to a leadership role or you need to overhaul your department or update how you deliver services to your attorneys, this case study will help. You’ll gain the tools to transform the perception of your department, empower your team, and increase collaboration with other team leaders. Equipped with these programs and processes, you’ll be able to cost-effectively drive change and provide outstanding service.

Topics include:
• Creating rigor around current and future state discussions and managing the expectations of decision makers
• A roadmap for engaging key attorneys
• How to better collaborate with functional teams, including accounting, HR, IT and knowledge services
• Empowering your team, including small groups and junior members, to take ownership of marketing and business functions and giving them the tools and support to shine

Elizabeth S. Gooch
Director of Business Development
Arent Fox LLP

BREAKOUT THREE

3:45 – 4:30 p.m.
How to Build a Thought Leadership Platform

To be considered a true thought leader, a lawyer must be recognized by clients and peers as an authority in their field. Writing articles and speaking at conferences are a start. But, to truly attain the status of an authority, lawyers must develop and maintain a thought leadership platform. In this session, you’ll gain guidance and ideas to help you create and sustain a thought leadership platform.

Topics include:
• What is a thought leadership platform?
• The importance of original and curated content in developing a thought leader position
• How you can strategically build your networks
• The role of social media in building a thought leadership platform
• How to identify influencers and “steal” their audience

Guy Alvarez
Chief Engagement Officer
Good2bSocial

Robert-Paul Sagner
Senior Manager, Business Development
Allen & Overy LLP

BREAKOUT FOUR

3:45 – 4:30 p.m.
PR That Drives BD — Partnering With Media Relations to Complement Business Development

This session will help colleagues in media relations and business development realize the benefit of partnering to achieve a common goal — helping their law firm bring in new business. Too often, public relations is seen as a community affairs function of a law firm’s business. Here you’ll learn how, through effective collaboration with a firm’s business development team, media managers can significantly impact influencing decision makers to hire your firm as outside counsel.

Topics include:
• Concrete examples of how business development can rely on public relations to achieve traditional media outcomes
• Thought leadership and third party endorsements to drive your firm’s larger business development strategy
• Quantifiable measures and case studies that demonstrate the value of strategic media relations efforts

Christopher Carter
Chief Business Development Officer
Frost Brown Todd LLC

Burton Taylor
Marketer, Principal
Proventus Consulting

Micah Uram
Director of Marketing and Business Development
Renaud Cook Drury Mesaros, PA

Concluding the 2017 LMA Annual Conference will be an interactive program that reviews the key themes and takeaways identified during this year’s educational sessions. Hosted by LMA’s 2017 president and conference co-chairs, this is an opportunity to gain insight into the breakout sessions you didn’t attend and identify strategic and tactical next steps to implement some of the ideas you’ve heard when you return to the office.

PLUS – Attend for a chance to win a complimentary registration to the 2018 LMA Annual Conference. Participants of this session will be entered into a raffle for a complimentary registration to next year’s annual conference. The drawing will take place at the end of the session. You must be present to win.

4:30 – 5:00 p.m.
Conference Wrap-Up

5:00 p.m.
Conference Concludes

Join the Conversation @LMAintl #LMA17 Legal Marketing Association

Group discounts are available — bring some deserving members of your team with you and make the most of your budget.

...DID YOU KNOW?
Networking Opportunities

**NETWORK and RECONNECT with Your Legal Marketing Community**

Embrace the community spirit among legal marketers — attend the variety of on-site events to build and grow your network of truly talented and supportive peers, and friends.

**Monday, March 27 from 5:00 – 6:00 p.m.**

**LMA CMO SIG Reception**

CMO Summit participants and members of LMA's CMO Shared Interest Group (SIG) are invited to attend this cocktail reception. Not a member of the CMO SIG? If you are an in-house first chair marketing and/or business development director and would like to learn more about becoming a member of the CMO SIG, you’re welcome to attend.

Hosted By: **BERNERO&PRESS**  
**Acritas**

**Monday, March 27 from 5:15 – 6:00 p.m.**

**First-Timer’s Meetup**

The First-Timer’s Meetup is designed to welcome those who have not attended an LMA Annual Conference before. It’s a hub for conference mentor/mentee pairings to meet and an opportunity to become acquainted with key members of LMA leadership. Featuring a fun ice-breaker game, you can also win a prize!

**Monday, March 27 from 6:00 – 7:00 p.m.**

**Welcome Reception**

Kick off your first day of the conference with a drink and a bite to eat at the Welcome Reception hosted in the exhibit hall. All conference participants are welcome to attend. Get your first look at the technology, services and products on display from the conference sponsors and exhibitors. Plus, reconnect with and build your legal marketing network.
Register Pre-Event for Networking

You don’t have to wait until you arrive at the ARIA Hotel to begin networking. As part of your registration process, opt-in to the conference mentor/mentee program.

See p. 21 for details.

LMA Shared Interest Group (SIG) Meetings

During the conference lunches, tables will be reserved for each LMA SIG. Take advantage of the opportunity to network with your SIG colleagues, or, if you aren’t a member of a SIG yet, join a table and learn how to connect with these experts year-round. For more information on LMA’s SIGs, visit www.legalmarketing.org/SIGs.

Poolside Party

After a busy day of learning, all conference participants are invited to unwind and network in a casual, poolside setting. The ARIA Resort features the ultimate in poolside opulence. Grab your sunglasses, and soak in an indulgent Las Vegas experience while you relax and converse with your legal marketing colleagues.

Networking for Prizes Drawing

Each year, the LMA service provider community raffles off great prizes to eligible in-house marketing and business development professionals. Networking for Prizes is a fun and interactive activity designed to introduce you to the service provider community during the course of the conference.

Tuesday, March 28 from 12:30 – 1:30 p.m. and Wednesday, March 29 from 12:00 – 1:00 p.m.

Tuesday, March 28 from 12:30 – 1:30 p.m. and Wednesday, March 29 from 12:00 – 1:00 p.m.

Wednesday, March 29 from 1:00 – 1:30 p.m.
Thank You to the Sponsors and Exhibitors

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We work closely with our clients to create the perfect business development solution catered to the needs of your organization. To learn more about becoming a member of the 2017 LMA Annual Conference Sponsorship Faculty, please contact:

Esther Fleischhacker
Director, Business Development
212-352-3220 x5232
E.Fleischhacker@LMAconference.com

Exhibit Hall Hours:

Monday, March 27 » 6:00 p.m. – 7:00 p.m.
Tuesday, March 28 » 7:45 a.m. – 5:30 p.m.
Wednesday, March 29 » 7:45 a.m. – 1:45 p.m.
About LMA

The Legal Marketing Association (LMA) is the universal voice of the legal marketing and business development profession, a community that brings together CMOs to entry-level specialists from firms of all sizes, consultants and service providers, lawyers, marketers from other professions and marketing students to share their collective knowledge.

A not-for-profit organization, LMA provides our community with vital and timely information on a wide variety of legal marketing issues to help them grow professionally and personally. LMA members have access to a wealth of resources and tools, including access to national and regional education programs; a subscription to Strategies — The Journal of Legal Marketing; monthly and weekly e-newsletters; the Body of Knowledge created by LMA; an online job bank; industry-specific market research; timely and thought-provoking white papers; and much more.

More than simply networking, LMA provides resources and information that empower members to help build successful practices in today’s changing legal marketplace.

For more information about LMA, visit www.legalmarketing.org.

Registration Information

Conference Registration

Terms and Conditions

Registration fees apply to the individual and cannot be shared among people from the same firm or company.

Conference registration includes:

- Admittance to the Exhibit Hall
- All general and breakout educational sessions
- Access to online program materials
- Refreshment breaks
- Breakfast and lunch

Conference registration does not include any of the pre-conference educational programs that take place on March 27, 2017.

Pre-Conference Program Registration Includes:

- Admittance to the entire applicable program with related materials
- Breakfast, lunch and refreshment breaks during the applicable program

Confirmation

All registrants will receive written confirmation/receipt of registration. If you do not receive confirmation from the organizers, please contact the registration department at 1-877-562-7172.

Payment Policy

Payment must be received in full by the conference date. All discounts will be applied to the Conference Only fee (excluding add-ons), cannot be combined with any other offer, and must be paid in full at the time of order. Group discounts available to individuals employed by the same organization.

Cancellation and Refund Policy

Cancellation and refund requests must be made via email to customerservice@LMAconference.com according to the following schedule:

- Before February 3, 2017: Full refund
- February 3 — February 24, 2017: Full refund, less a $200 handling fee
- After February 24, 2017: No refund

Substitutions

If you are unable to attend the conference, you may designate a substitute to fill your spot. The registration fee will be adjusted based on the substitute’s LMA membership status. Please email customerservice@LMAconference.com no later than March 3, 2017.

ON-SITE SUBSTITUTIONS WILL BE ASSESSED A $50 ADMINISTRATIVE FEE.

There are no refunds for no-shows. Any requests for refunds of room reservations must be made directly with the hotel.

Conference Promotional Photos and Video

LMA conference registration implies consent that any pictures and video taken during the conference can be used for conference coverage and promotional purposes. LMA is able to use your likeness without remuneration.

Questions

If you have any questions about the 2017 LMA Annual Conference or registration procedures, please contact us at 1-877-562-7172 or at LMA2017@LMAconference.com.
Registration Information

3 Easy Ways to Register:

ONLINE
www.LMAconference.com

EMAIL
CustomerService@LMAconference.com

PHONE
1-877-562-7172

USE THE REGISTRATION CODE on the back of this brochure when registering.

Registration Fees

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Pre-Bird (Jan 6, 2017)</th>
<th>Regular (Feb 17, 2017)</th>
<th>Late (Mar 17, 2017)</th>
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<td>All Others</td>
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<td>$1895</td>
<td>$1995</td>
</tr>
</tbody>
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Registration Fees Table:

- LMA QuickStart® — Legal Marketing Essentials:
  □ LMA Member: $495
  □ All Others: $595

- Impact Marketing — for Small and Mid-sized Law Firms:
  □ LMA Member: $595
  □ All Others: $695

- CMO Summit:
  □ LMA Member: $795
  □ All Others: $895

- Breakthroughs in Public Relations, Content and Communications:
  □ LMA Member: $595
  □ All Others: $695

- Legal Lean Sigma® and Project Management White Belt Certification Course:
  □ LMA Member: $695
  □ All Others: $795

- Rise of the Legal Marketing Technologist:
  □ LMA Member: $495
  □ All Others: $595

- Conference Recordings (Add-On):
  □ Participants: $95

*Pre-conference programs are subject to change. For a limited time, you have the option to pre-purchase the conference recordings package at a nominal fee. This fee will increase on March 29, 2017. To ensure LMA provides the best learning experience possible, the 2017 LMA Annual Conference session recordings will include video-recorded content, which features video, audio and synced presentations. This content does not include recordings of the pre-conference sessions. Please email education@legalmarketing.org with questions.

Early-bird registration Deadline is January 6, 2017. All paid registrations received on or before January 6, 2017 are eligible for early-bird rates.

Group Booking Discounts
A group of four (4) receive a 5 percent conference discount
A group of five (5) or more receive a 10 percent conference discount*

- All participants must be from the same company and must book together in one transaction
- At least one attendee must be a current LMA Member
- Substitutions are permitted but this booking is non-refundable

*Group booking discounts apply to the conference only fee.
Call the dedicated registration line at 1-877-562-7172.

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LMA is offering a limited number of hotel rooms at a preferential rate.
Book Online: www.LMAconference.com/Hotel
Call: 866.359.7757 (toll free) or 702.590.7757 (local)
Reference: Group code LMACM17 or LMA Annual Conference

LMA Preferential Hotel Rates:
- March 26: $175.00+ (taxes and resort fees)
- March 27 and March 28: $209.00+ (taxes and resort fees per night)

Hotel rate deadline: March 3, 2017

Venue Information
ARIA Resort ➢ 3730 Las Vegas Blvd., Las Vegas, NV 89158

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