LEGAL MARKETING ASSOCIATION
ANNUAL CONFERENCE

APRIL 9–11, 2018
Hyatt Regency
New Orleans, Louisiana

LEGALMARKETINGASSOCIATION
LMA®
THE AUTHORITY FOR LEGAL MARKETING

Contents

Thank You

2018 LMA Annual Conference Advisory Committee

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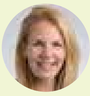
Chief Client Development Officer
WilmerHale LLP

Brian C. Dare
Chief Marketing Officer
Gardere Wynne Sewell LLP

Committee Members



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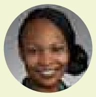

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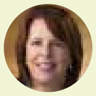

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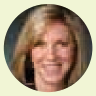

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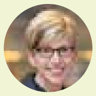

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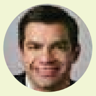

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Director of Business Development and Marketing
Porter Hedges LLP

It's about time to get on down to the Big Easy! Where y'at?

On behalf of LMA and the 2018 Annual Conference Advisory Committee, we invite you to join us in New Orleans, April 9-11, 2018, and participate in our industry's most significant event of the year.

As one of the world's most unique cities, New Orleans offers a fantastic venue for you to learn, discover and share with more than 1,500 peers across the legal marketing and business development community. This year's programming includes significant opportunities to engage in discussions around the evolution and innovation taking place within our industry, so you'll be better prepared to help your firm adapt and succeed.

We have embraced LMA's Body of Knowledge ("BoK") model in planning the agenda and packed each area with substantive content and specific takeaways you can use immediately. Featured topics include:

- **Business Development:** industry and practice group collaboration, experience management, tools/resources for developing growth strategies in a competitive market, and lawyer coaching
- **Business of Law:** pricing trends, market or business intelligence insights, succession planning and lateral integration strategies
- **Client Services:** creating value, differentiation and engagement with clients
- **Communications:** developing thought leadership strategies, branding, crisis communications and leveraging content
- **Marketing Management and Leadership:** diversity and inclusion, developing future leaders, and managing change
- **Technology Management:** digital marketing strategies, the impact of artificial intelligence on marketing departments, and putting data to work for you

We also encourage you to arrive early and take part in two new pre-conference programs designed to develop your skills in business development coaching and leadership.

New Orleans is a city that shines with resilience, diversity and authenticity — much like our legal marketing community. Throughout its rich history, New Orleans has continuously demonstrated its ability to evolve and change for the better. In 2018, the city will celebrate its 300th birthday, drawing upon its storied culture and its successful efforts to bring out the best in the community and prepare for the future. And, in the spirit of celebration, the conference will offer exciting opportunities for you to meet with industry colleagues, make new connections and share ideas that will help shape the future of LMA. That's why New Orleans is the perfect place for this year's conference. The combination of valuable educational programming and a festive atmosphere driven by a strong community will no doubt bring out the best in you.

You don't want to miss it!

Katherine D'Urso
Chief Client Development Officer
WilmerHale LLP

Brian Dare
Chief Marketing Officer
Gardere Wynne Sewell LLP

First time attending?
Request a conference mentor.
See p. 15 for details.

For questions about the conference agenda, contact:
Kristy Perkins, Director of Research and Programming at
k.perkins@LMAconference.com

Agenda at a Glance

Pre-Conference Programs | Monday, April 9

8:00 am Registration and Breakfast for Pre-Conference Program Participants

8:45 am – 5:00 pm Pre-Conference Programs:

- LMA QuickStart® — Legal Marketing Essentials
- Impact Marketing for Small and Mid-Sized Law Firms
- Breakthroughs in Public Relations, Content and Communications
- CMO Summit
- Rise of the Legal Marketing Technologist
- Generative Leadership: Authenticity, Awareness and Conversation as Powerful Tools in a Complex Environment
- Become a Great Coach Workshop

5:00 – 6:00 pm First-Timers' Meet-Up
5:00 – 6:00 pm CMO SIG Reception
5:00 – 6:00 pm Exhibit Hall Sneak-Peak
6:00 – 7:30 pm Welcome Reception in the Exhibit Hall
7:30 – 8:30 pm LMA Regional Receptions

Conference Day One | Tuesday, April 10

7:30 am Registration Opens
7:30 am Breakfast in the Exhibit Hall
8:00 am General Session Doors Open
8:30 – 8:45 am Welcome and Opening Remarks
8:45 – 9:45 am Keynote Presentation — The Science of Happiness
9:45 – 10:30 am Networking and Refreshment Break in the Exhibit Hall

Concurrent Breakout Sessions

	BREAKOUT ONE	BREAKOUT TWO	BREAKOUT THREE	BREAKOUT FOUR	BREAKOUT FIVE
10:30 – 11:30 am	A Keeping Law Firms Relevant — The How and Why of Creating Successful Legal Operations	E Finding Growth in a Flat Market	A Beyond the Logo — Branding as a Competitive Strategy	E The First Five — Laying the Foundation for Future Leaders	A Website Deep Dive — The Step-by-Step Guide to a Smooth and Successful Website Project
11:45 am – 12:30 pm	E 2018 LMA/ Bloomberg Law Survey — Using Market Insights for Influence and Impact	E Turning Millennial Lawyers Into Marketing Ninjas	E Attention Will Be Paid — Differentiate Your Thought Leadership From the Crowd	A Surviving Change — Best Practices for Driving Change Management	
12:30 – 1:45 pm	Networking Lunch, including LMA Shared Interest Group (SIG) Tables				
1:45 – 2:45 pm	E How Legal Departments Are Leveraging AI and the Impact on Law Firms	A Marketing 3.0 — A New Growth Path for Your Firm and Your Career	E The Worst Part of Your Job? Practical Advice on Directories Submissions and How to Make Them Better (For You and Your Firm)	A Making the Business Case for Diversity in Legal Marketing	A Orchestration — Making Your Digital Marketing Work in Context
2:45 – 3:30 pm	Beignet Break in the Exhibit Hall				
3:30 – 4:30 pm	A How to Use Client Experience and Empathy Mapping to Boost Client Insights	A Socrates' Briefcase — The Three BD Conversations Every Lawyer Needs to Master in Today's Economy	E Reputational Risk — One Decision Away From Disaster	A Deep Dive Don't Just Ride the Bus — Drive the Strategic Planning Process in Your Firm	A Boost Firm Growth Through Client-Centered Business Development
4:45 – 5:30 pm	A What Really Drives Legal Buying? Two Sides of the Same Coin	E Enhanced Credibility and Reach Through Network Affiliation	A Active Listening — The Key to Uncovering Client Opportunities		A Humanity Isn't a Trend — It's the Key to Digital Marketing and Branding Success
6:30 – 8:00 pm	Laissez les Bons Temps Rouler — Let the Good Times Roll!				

Be sure to incorporate the Exhibit Hall into your conference schedule

The Exhibit Hall is an integral and dynamic part of the annual conference, connecting you with companies offering the latest legal marketing products and services and featuring cutting-edge technology. Be sure to stop by and learn from the many marketing experts working with your peers from across the industry.

It is an exceptional one-stop opportunity for attendees to find solutions and for exhibitors to reach legal marketing and business development professionals. It is also an excellent base during the conference — a place to meet colleagues before the next set of events.

Exhibit Hall Hours

Monday, April 9
5:00 – 7:30 pm

Tuesday, April 10
7:30 am – 5:30 pm

Wednesday, April 11
7:30 am – 12:00 pm

Agenda at a Glance

Conference Day Two I Wednesday, April 11

7:30 am	Registration Opens
7:30 am	Breakfast in the Exhibit Hall
8:00 am	General Session Doors Open
8:30 am	LMA Annual Report
8:50 am	LMA Awards Presentation
9:30 am	General Counsel Panel
10:30 – 11:30 am	Networking and Refreshment Break in the Exhibit Hall
10:45 – 11:30 am	Networking for Prizes Drawing in the Exhibit Hall

Concurrent Breakout Sessions

	BREAKOUT ONE	BREAKOUT TWO	BREAKOUT THREE	BREAKOUT FOUR	BREAKOUT FIVE
11:30 am – 12:30 pm	The Evolution of Competitive Intelligence at Law Firms (A)	Are Your Pricing and Project Management Investments Offering Real Value and Differentiation to Your Clients? (E)	Your Honor Awards — Review of the Winners (E)	The Next Big Thing — Strategy and Structure in Disruptive Times (A)	Using Data to Implement Account-Based Marketing (A)
12:30 – 1:30 pm	**Networking Lunch**				
1:30 – 2:15 pm	(A) Deep Dive Process Improvement and Project Management for Law Firms: Inside and Out	How Industry and Practice BDs Can Work Together for Better Client Development (A)	Leave Them Wanting More Through Public Speaking Best Practices (A)	Big Ideas for Small-Firm Marketers (E)	Lateral Acquisitions — Setting the Stage for Success (A)
2:30 – 3:30 pm		Experience Management for Business Development Success (A)	Leveraging Content Within an Integrated Communications Strategy (A)	I Saw This and Thought of You — How to Win New Business with an Expert-Centric Approach to Legal Marketing (A)	Automation — Bringing CRM, Content and Sales Together (A)
3:30 – 4:30 pm	Charting a Path for Succession Planning (A)	The Best Source of New Work — Training Your Attorneys to Use Everyday Client Interactions and Informal Client Feedback to Develop More Business (E)	The Client Engagement Revolution (A)		
4:30 – 5:00 pm	**Conference Wrap-Up**				
5:00 pm	**Conference Concludes**				

Breakout Session Key*

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.

Business of Law includes understanding the legal profession, evaluating firm financial and operational performance, building strategies to leverage market opportunities, and implementing practices that maximize performance.

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 staff that support marketing and business development.

Competency Level

E Essential A Advanced

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

Conference Speakers

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

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LMA QuickStart® — Legal Marketing Essentials

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 am Registration and Breakfast

8:45 am Co-chairs' Opening Remarks

Michelle Friends
Marketing and Business Development Director
Fairfield and Woods, P.C.

Christopher Newman
Director of Practice and Industry Business Development
McDermott Will & Emery LLP

9:00 am Law Firm Structure, Strategy and Economics

A case study of working in a team environment and the value of running a firm like a business. Among the topics covered: core values; strategic plan; practice area management; financials - cash basis versus practice area; the role of marketing - branding, communications, client assessments, client teams, team business development; and client service standards. Which if done well leads to growth in revenue and profitability.

John H. Banks
Chief Operating Officer/Chief Financial Officer
Benesch, Friedlander, Coplan & Aronoff LLP

9:45 am 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.

Nancy Myrland
President
Myrland Marketing & Social Media

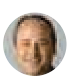
10:30 am Networking and Refreshment Break

10:45 am 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



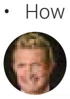
Adam L. Stock
Chief Marketing and Client Services Officer
Allen Matkins Leck Gamble Mallory & Natsis LLP

11:30 am 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 preference 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 Fitzgarrald
Managing Partner
Equinox Strategy Partners

12:15 pm Networking Lunch

1:30 pm Always Be Commercial — A Fundamental Lesson in Successful Business (and Career) Development

The fundamentals of successful business development are best summarized via the ABC acronym, which stands for Always Be Commercial. Join this session to learn how adherence to this core principal will quickly escalate your professional growth and enhance the production of your deliverables.

Topics include:

- Start at the finish line
- Fail to flourish
- Know all seven layers of the burrito
- How extra miles lead to empty roads
- Follow your lead

Seth M. Apple
Business Development Manager
Davis Polk & Wardwell LLP

Andrew Laver
Business Development Manager
McCarter & English, LLP

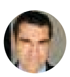
2:30 pm Networking and Refreshment Break

2:45 pm Time Management Strategies and Technologies for the Overwhelmed Marketer

As a law firm marketing professional, you're probably under-resourced and overwhelmed. Without practical strategies to manage key priorities, you may often find that your days are monopolized with last-minute demands and labor-intensive projects (read RFPs). In this session, you'll learn how to design a proactive workday, rather than a reactive one. Come learn how to demonstrate your highest value by contributing strategy and proactive change management.

Topics include:

- Implementing a practical prioritization system into your workflow
- How to integrate email management protocols
- Using the latest technology platforms for optimal organization and leverage
- Communication techniques that empower others at your firm
- Minimize interruptions so you stay focused on the task at hand



David Ackert
President
Ackert Inc.

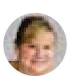
3:45 pm Through The Looking Glass — Perspectives From the Marketing Chiefs

Hear leading legal marketing stars as they tell you the truth about their career paths and the tough lessons that they learned along the way. Learn about the issues in their marketing departments that matter the most to them. This session will give you practical tools and resources, candid insights and recommendations for a path to take as you make your professional journey.

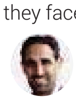
Topics include:

- The characteristics that every law firm marketing leader should possess
- Advice for first-time leaders
- Helpful resources for growing your own talent
- The CMOs' greatest challenges and how they face them

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



Trish Lilley
Chief Marketing Officer
Fox Rothschild LLP



Jeffrey J. Berardi
Chief Marketing Officer
K&L Gates LLP

Deborah Farone (Moderator)
Strategic Marketing Consultant
Farone Advisors LLC

4:45 pm Wrap Up and Final Q&A

5:00 pm Program Conclusion

5:00 – 6:00 pm
First-Timers' Meet-Up

Meet with your conference mentor and become acquainted with LMA leadership.

For a full list of networking opportunities, see p. 27 for details.

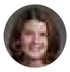
Impact Marketing for Small and Mid-Sized Law Firms

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, when resources — time people and money — are limited and often stretched to capacity. The sessions 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.

8:00 am Registration and Breakfast

8:45 am Co-chairs' Opening Remarks


Diana Courson
Chief Marketing Officer
Zuckerman Spaeder LLP


Amanda Loesch
Chief Marketing Officer
Porzio, Bromberg & Newman, P.C.

9:00 am No Budget, No Problem! How to Create a Compelling Content Marketing Strategy With Limited Resources

Content marketing is an important channel for lead generation and brand building for law firms. It's imperative your firm stands out from your competitors and engages with your target audience with compelling, impactful content. Even small- and mid-sized firms with limited budgets, resources and time can successfully build a strong content strategy *if* they are creative, efficient and focused. In this session, a marketing director with an in-house team of just two will share how to create compelling content using a show vs tell client-centric approach with social media platforms, such as LinkedIn and Twitter, at the center. During the session, you'll gain hands-on experience creating an infographic/meme and posting it to social media.

Topics include:
- How to incorporate visuals into your social media campaign
- How to smartly repurpose and leverage all of your content and visual assets
- The key to effectively using hashtags
- Tips for using analytics and metrics to writing content that draws in readers
- Using an editorial calendar to plan future content and maximize content assets


Stefanie M. Marrone
Director of Business Development and Marketing
Tarter Krinsky & Drogin LLP

9:45 am Rebranding Your Firm? The Importance of Discovering Your WHY

Branding has always been about ownership. But that's based on much more than names on a door. An authentic brand will demonstrate what values a law firm owns. This session will take you through how a mid-sized firm whose name nobody could pronounce and who had zero brand identity went on to build a strong brand identity in their market. Attend and you'll gain strategies for defining your WHY and building a blueprint for your internal and external communications strategy.

Topics include:
- Why rebrand?
- Navigating the process with your managing partner
- Defining your WHY
- Creating a brand elements document
- Rolling out internal and external communications and creative expression


Julie Geraci
Director of Marketing
Rupp Baase Pfalzgraf Cunningham LLC


David R. Pfalzgraf, Jr.
Managing Partner
Rupp Baase Pfalzgraf Cunningham LLC

10:30 am Networking and Refreshment Break

10:45 am Why Communication Mastery Should Be Your "One Thing"

In this session, we will explore what it takes to separate a Legal Marketer with "good ideas," from one who can consistently, and convincingly, execute on their ideas. Join us for a thought-provoking discussion and learn how to immediately adjust your current communication habits to better navigate the political culture within a law firm. Through personal stories, techniques, and practical takeaways, this session will explore how successful legal marketers attain excellence with their mastery of communication, and will show you how to replicate this success to effectively influence, lead, and win (and have fun doing so!) in your law firm.

Session highlights and topics include:
- Your "personal brand" as the foundation to all of your communication
- The science and art of body language
- Mirroring is not just for psychopaths
- Hearing what is NOT being said


Thomas E. Choberka
Chief Marketing and Business Development Officer
Kelley Kronenberg

11:15 am The Psychology of Rainmaking — Using What We Know From Psych 101 to Drive Lawyers Efforts Forward

At its most basic, business development is about people. Whether fostering relationships with potential clients, collaborating with colleagues, or cultivating and nurturing the know how to become a rainmaker, legal business is people business. Understanding and implementing psychological principals adds potent ingredients to business development professional's toolbox. Motivation, fostering valuable relationships, understanding similarities and differences among individuals and strategic thinking can all be enhanced through utilizing principles found inside the discipline of human behavior. This workshop will present concepts, illustrate ways that psychology has been used to drive business in law firms and engage participants to discuss creative ways to implement imparted ideas with given scenarios.

Key Takeaways:
- Why lawyers resist business development and what to do about it
- Ways to motivate lawyers to sustain their business development activities
- How to align each lawyers approach to business develop using his/her strengths, comfort zone, life style and personality
- How/when gender difference impact business development
- Using current communication patterns to foster strong internal and external relationships


Karen Kahn
Managing Partner
Threshold Advisors, LLC

12:15 pm Networking Lunch

1:30 pm Creating a Successful Business Development Culture — A 90-Day Leadership Roadmap

The legal industry is increasingly competitive and law firm management wants to know that new business development and marketing leaders will make a difference — quickly. In this session, you'll gain the tools to establish a business development culture that breeds success. Take away a 90-day timeline, attorney and practice group planning worksheets and templates for ongoing group success, and the know-how to implement them.

Topics include:
- A process to ensure your personal success
- How to achieve marketing team efficiency
- Gaining firm-wide acceptance for optimum relationship development
- The importance of group alignment
- Performance metrics to propel your marketing and business development initiatives forward


Andrea Wood
Chief Business Development Officer
Lindquist & Vennum LLP

2:30 pm Networking and Refreshment Break

2:45 pm Strategies for Being Engaged in Pricing

In this workshop, you will learn about the various types of alternative fees and which ones should be used when. Learn how pricing helps attorneys develop a budget when they're starting with a blank piece of paper and "where do I start syndrome." The workshop will conclude exploring common themes of behavioral economics and small group discussions on how to use the themes in RFPs and pitches.

Topics include:
- Alternative Fees, various types and usages
- Interactive case study, selecting a pricing plan and negotiating it
- Budgeting methods, starting with a blank page
- Behavioral economics, it's all about presentation


Peter Lane Secor
Director of Strategic Pricing and Legal Project Management
Pepper Hamilton LLP

4:45 pm Wrap Up and Final Q&A

5:00 pm Program Conclusion

Breakthroughs in Public Relations, Content and Communications

At the core of legal marketing is communications, which provides marketers with powerful ways to enhance the visibility of their firms and lawyers, 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 am **Registration and Breakfast**

8:45 am 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 am Selling the Value of PR

A solid working knowledge of digital and social media marketing does not replace PR. CMOs are looking for quick marketing growth hacks and don't realize that third-party validation and strong relationships with the press are critical to telling the company's story. PR professionals must educate their clients and potential clients about the value of PR compared to other avenues, especially given how clients could be left disappointed by the perceived immediacy of digital marketing.


Lisa Sachdev
Senior Manager, U.S. Public Relations
Dentons


Zoe Shore
Media Relations Manager
Fox Rothschild LLP


Christine M. Till
Global Communications Director
O'Melveny & Myers LLP


Erin West
Media Relations and Communications Manager
Dechert LLP

9:45 am AI + PR

So much talk this year is about AI's impact on the legal industry and marketing. How will it impact PR and the communications role for law firms? What data resources will we be using to strengthen our media pitches and other communications activities?

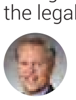

Oliver Thoenen
Senior Manager of Strategic Communications
Hinshaw & Culbertson LLP

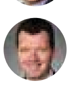

Eric Wood
Director of Sales
Manzama, Inc.

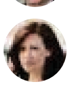
10:30 am **Networking and Refreshment Break**

10:45 am United States of Crisis

This interactive program will prepare you for drafting statements in response to a crisis. The group will discuss issues such as why, when, and where to post statements. The group would rely on numerous and recent crisis situations from law firms, the legal industry and other professional services companies.


John Buchanan
Principal
JB Communications


Benjamin Harris
Director of Communications
Akin Gump Strauss Hauer & Feld LLP


Elisabeth Hershman
Vice President
iQ 360

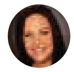

Kristy Werness
Senior Manager of Marketing and Communications
Irell & Manella LLP

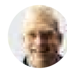
12:15 pm **Networking Lunch**

1:30 pm You're Invited to Promote This

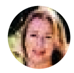
A group of senior PR professionals talk about unique events and how they generated PR for them. For example, the recent total solar eclipse offered an awe-inspiring astronomical experience. It also presented a sensational PR and marketing opportunity for businesses across the U.S. Eclipse-connected promotions and publicity campaigns ranged from the mundane to the technologically advanced.


Cari Brunelle
Partner
Baretz+Brunelle


Anne S. Gallagher
Director of Global Communications
Jenner & Block LLP


Stephen Hastings
Communications and Media Relations
Baker Botts LLP

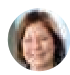

Royal Simpkins
Director of Branding and Communication
Bryan Cave LLP


Elizabeth Lampert (Moderator)
President
Elizabeth Lampert PR

2:30 pm **Networking and Refreshment Break**

2:45 pm PR Hack-a-Thon — Create Your PR Team of the Future

This interactive session will break attendees into small groups who will create the ultimate law firm communications department, including identifying the software and tools that will be needed and the bedrock capabilities that shall remain.

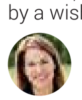

Amy S. Merriweather
Director of Marketing and Business Development
Keker, Van Nest & Peters LLP

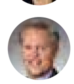

Joshua Peck
Senior Manager, Media Relations
Duane Morris LLP

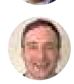
4:15 pm PR Jam Session

Wrap up your PR pre-con 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 to facilitate a group conversation driven by what's on your mind.

Swap war stories, talk about what's working (and what's not), where our roles are headed, the pressures we face to deliver more value with fewer resources, capped off by a wish list of what we want our firms and clients to do!


Cheryl Bame
Principal
Bame Public Relations


John Buchanan
Principal
JB Communications


Ryan King
Director of Communications
Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

5:00 pm **Program Conclusion**

> *One of the best conferences I've been to in a while — full of smart people, cutting-edge topics and great friends*
>
> **Lindsay Griffiths,** Director of Global Relationship Management, **International Lawyers Network**

Pre-Conference Program
Monday, April 9

CMO Summit

Succession Management: The CMOs Role in Planning for Smooth Transitions With Clients, Senior Partners and Their Own BD Teams

By 2020, the U.S. Census Bureau projects that eight adults per minute will turn 65. This trend is reflected in law firms where over 60 percent of equity partners are in their late 50s or 60s and often control a quarter or even a half of their firms' revenue. The best and longest client relationships are personal, built over time and based on trust, reliability and judgment. Even with the advent of procurement officers and RFPs, many clients still hire lawyers, not law firms. The loss of revenue from even a few key clients could be devastating to a firm.

Most law firms are led by aging managing partners with unique skills and expertise not replicated in the next generation and who serve in community and civic leadership positions not easily filled by other lawyers in the firm. CMOs can play a vital role in helping their firms implement effective succession management strategies that ensure stability, continuity and sustainability as clients and partners retire. Taking a more structured approach to long-term talent management will also help CMOs better manage their own teams and departments.

Summit Overview and Benefits

This full-day and highly interactive program will immerse you in the issues and challenges firms are facing with aging partners and inadequate policies and processes to support effective succession transitions. In guided small-group discussions, you'll focus on strategies and solutions to these common challenges. Then, you'll gather as a large group to review each small group's ideas. You'll rotate throughout the day to ensure you hear different perspectives. By the end of the day, you'll better understand the many facets of succession planning and management. You'll be equipped with a tool-box of solutions to help you engage with firm management and partners in the design and implementation of long-term approaches to smooth client, senior partner, successor and leadership transitions. And, you'll return to your firm with an elevated role and value. Takeaways include tips, tools and frameworks. Plus, you'll be sent a summary of the breakout group strategies.

Program Content:

This program segments the roles CMOs play in succession management into the following topics:

1. Client Relationship Management and Revenue Protection:

a. Client assessments: top clients, revenue, relationship history and mapping, service history, client satisfaction, clients' own succession plans
b. Client successors: selection, mentoring, lateral hire, client approval, diversity and bias considerations
c. Senior partner and successor transition: partner plans, coaching, monitoring
d. Incentivizing partners to transition

2. Individual Partner Succession Plans and Support:

a. Senior partner (age 55+) plans and coaching
b. Successor plans and training of next gen rainmakers/client successors
c. Gap analysis: skills/expertise, knowledge, cultural fabric and other assets of senior partners
d. External community and leadership roles
e. Next career options and support: alternative roles internally and externally, titles, compensation

3. Leadership Transitions — A Sound Communications Plan

4. Succession Management Framework for CMOs Team/Department and the Firm:

a. Nine-box method
b. Understanding needs, roles, gaps
c. Hiring, training, retooling

Program created and presented by:

Susan Saltonstall Duncan
President
RainMaking Oasis, LLC

Susan Saltonstall Duncan has been working with and consulting to law firms since 1980. Her in-house roles have included lawyer recruiting, being one of the first directors of professional development in 1982, among the first six in-house marketing directors in 1984 and chief strategy and development officer in 2011. Susan began her management and business development consulting practice in 1987. Her recent focus on succession planning and management has evolved over the last decade from interactions with managing partners, practice group leaders, senior partners, designated future successors and clients — all of whom struggle with how to talk about the topic of retirement and implement strategies that protect important client revenue and relationships and incentivize and accomplish smooth transitions. Susan has been a frequent speaker and author of articles for numerous national and regional organizations and write a blog entitled *InFocus — Insights on Legal Practice, Leadership and Talent.* A founder of LMA, Susan is a Hall of Fame member and a Fellow in the College of Law Practice Management.

Please Note

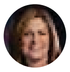
Attendance is open to qualified applicants, including in-house CMOs and first chair marketing and business development professionals. For a collegial and interactive setting, the CMO Summit is limited to 60 participants. To ensure a broad experience base, only one participant per firm may register. Registration is on a first-come, first-served basis.

Program Schedule:

8:00 am — Registration and Breakfast

8:45 am — **Co-chairs' Opening Remarks**

Despina Kartson
Global Director,
Business Development
and Communications
Jones Day



Dawn Longfield
Chief Marketing Officer
Davis & Gilbert LLP

9:00 – 9:30 am — **An Overview:**
- What's the problem? What are the risks?
- The Five Pillars of Partner Succession Management

9:30 – 9:45 am — **Deep Dive Topic One Overview: Clients**

9:45 – 10:30 am — **Facilitated Small-Group Breakouts on Topic One**

10:30 am — Networking and Refreshment Break

10:45 – 11:15 am — **Deep Dive Topic Two Overview: Individual Senior Partner Transitions**

11:15 – 11:45 am — **Facilitated Small-Group Breakouts on Topic Two**

11:45 am – 12:30 pm — **Large Group Report Backs on Topics One and Two**

12:30 – 1:30 pm — Networking Lunch

1:45 – 2:15 pm — **Topic Three Open Discussion: Leadership Transitions — A Sound Communications Plan**

2:15 – 2:45 pm — **Deep Dive Topic Four Overview: Succession Planning as Part of Talent Management/How to Plan for Succession With the CMO Team**

2:45 – 3:15 pm — **Facilitated Small-Group Breakouts on Topic Four**

3:15 pm — Networking and Refreshment Break

3:30 – 4:00 pm — **Large Group Report Backs on Topic Four**

4:00 pm — **Large Group Wrap Up Discussion:**
- Key takeaways and best practices learned
- Each CMO reports on one thing they will do immediately

5:00 pm — Program Conclusion

5:00 pm — **CMO SIG Reception**

CMO Summit participants and members of LMA's CMO Shared Interest Group (SIG) are invited to attend this reception.

Courtesy of:

Acritas SHARPER INSIGHT

PPLC CONSULTING

Rise of the Legal Marketing Technologist

It's not new news that technology is crucial to successful marketing. However, marketing technology's role is fundamentally changing. No longer the purview of a few geeks fiddling with code, today's marketing technology — and the issues it surfaces — is one of the most important drivers of strategy and creativity.

This full-day program tackles the most important technology problems legal marketers must address — from SEO best practices to future proofing data.

8:00 am Registration and Breakfast

8:45 am Co-chairs' Opening Remarks

Mary M. Tomaro
Web and Interactive Marketing Manager
Jones Day

John Witts
Marketing Technology Manager
Fox Rothschild LLP

9:00 am Featured Speaker — *to be announced*

Visit www.LMAconference.com for details.

9:45 am Future Proofing Your Data

In light of existing and soon-to-be-implemented data privacy rules, and the constantly changing rules of search engines like Google, what can we do now so that we are not scrambling when these changes come our way? In addition, how can we ensure we are configuring our internal systems to maximize our data and get the most out of future technologies to help grow our businesses.

Simon Elven
Commercial and Marketing Director
Tikit

Lynn K. Oser
Founder and Managing Partner
LKO Information Management Consulting, LLC

10:30 am Networking and Refreshment Break

10:45 am Effectively Dealing With All the Requests That Come Your Way

Content marketing systems change the way lawyers and markets process information. Hear from in and out of industry presenters as they discuss the pros and cons of this kind of system. Note that these are not marketing automation systems that offer email, contacts, etc. These are workflow systems that offer intake forms, editorial calendars, approvals and posting to multiple channels.

Noah Brier
Co-founder and Chief Executive Officer
Percolate Inc.

Mary M. Tomaro
Web and Interactive Marketing Manager
Jones Day

11:30 am Stop, Innovate and Listen

Innovation in law can be a tricky thing. This session focuses on the intersection of marketing, business, development, technology, and data to create an innovative platform of service offerings. Bill Painter, Chief Innovation Officer, and Adam Severson, Chief Marketing & Business Development Officer, of Baker Donelson will review both sustaining and disruptive innovation strategies and provide real world examples of how their firm approaches these issues. They will discuss a framework for problem solving they have used to successfully evaluate various initiatives as well as how they work to ensure effective collaboration across various departments.

William S. Painter
Shareholder
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

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

12:15 pm Networking Lunch with Roundtable Discussions

1:30 pm Roundtable Discussions Feedback

2:00 pm Interactive Workshop — Why Isn't My !@#$% on Google?

Google can be a big black box when trying to find your content, but there are things that we can do with existing content, and things that we can learn about how Google finds things, that can help us fix results fast.

Patty Azimi
Marketing Technology Manager
Akin Gump Strauss Hauer & Feld LLP

Stefanie Knapp
Online Marketing Manager
Allen Matkins Leck Gamble Mallory & Natsis LLP

3:30 pm Networking and Refreshment Break

3:45 pm Using Marketing Technology to Affect the Bottom Line

TED-Style Talk Case Studies

How to Adequately Measure the ROI of Your Firm's Marketing and Business Development Efforts With Digital Marketing Analytics

This Ted Talk will discuss how a law firm was able to use digital marketing analytics to completely enhance their marketing and business development strategy and processes. The presentation will touch upon topics such as the difference between digital marketing analytics and web analytics, marketing automation platforms, digital strategy, the client journey and integrated marketing campaigns.

Guy Alvarez
Founder and Chief Executive Officer
Good2bSocial

DLA Piper's Client Retention Data Analytics Program

What if you could harness firm big data to accurately predict what clients truly value and will pay for? Learn how DLA Piper's marketing team used a predictive analytics model to harness its data, create market insights and make predictions that are more accurate than guessing what clients will pay for and value. Results and lessons learned will be shared from their 2017 big data project.

Heather A. Reid
Director of Practice and Sector Group Marketing
DLA Piper

Driving Top Line Growth With a Killer Proposal Strategy

Let's face it, folks — the expectation for law firm business development teams to drive top line revenue is coming from every part of the organization, from the Managing Partner on down. And while taking responsibility for revenue generation is a risk, it is also presents a lot of opportunity for those who can figure out how to navigate it. In this Ted Talk, we'll discuss the hallmarks of killer proposals, from start to finish, and how you can use technology to drive the process.

Keith N. Wewe
Vice President, Strategy and Solutions
Content Pilot LLC

4:45 pm Wrap Up and Final Q&A

5:00 pm Program Conclusion

> *I have been attending the LMA annual conference for many years — the sharing of knowledge by the leaders in our field is invaluable.*
>
> **Tammy Mangan,** Chief Marketing Officer, **Cole Schotz P.C.**

Generative Leadership

Authenticity, Awareness and Conversation as Powerful Tools in a Complex Environment

Today, leaders in all industries face enormous opportunity and challenge. There's more complexity and change than ever before. Leadership, like marketing, involves continuous learning over time. Yet, leadership can happen in a moment, when we step up, take a stand, take responsibility. One conversation can be a turning point, shifting a relationship, turning around a situation, opening up possibility. The ability to engage others with different concerns and perspectives is key to building the momentum that drives your success.

In this highly interactive program, you will work with distinctions and models to support you in shifting in the moment to adapt to the various audiences you must influence. You'll learn and work with powerful models for having the sometimes challenging conversations critical to your success as a leader, and generating accountability in a complex environment. You'll work with exercises and tools to support you in cultivating resilience and greater ability to be present in the moment, and explore techniques for engaging your teams.

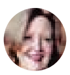
Topics include:

- Learning and experiential practice with practical tools for leading others, leading teams, selling ideas and change in a complex, matrixed, multi-generational environment
- Cultivating influence/persuasion
  - » Generative leadership conversation
  - » Generating outcomes, improved relationships through enhanced ability to plan and have tough conversations
  - » Enhanced ability to generate commitment, efficiency and ease through accountability
- Personal learning and tool
  - » Personal presence
  - » Resiliency – dealing with stress

Program features include:

- Half-hour intake call with program leader with each participant, prior to session
- One hour pre-conference preparation (highly recommended), including a short reading, viewing short videos to support participants in getting the most out of the session
- Handout document, including pages for notes your personal leadership development plan
- A one hour group conference call one month after the pre-conference to share updates to your plan, ask questions, share challenges, learnings and successes

Program created and presented by Jackie Sloane, MCC:



Jackie Sloane
Executive Coach/Consultant
Sloane Communications

Jackie Sloane collaborates with clients to bring out the best in themselves and others. Jackie has over 25 years' experience in executive coaching, leadership development, transformational leadership retreats, and communication and engagement consulting. She has a background in marketing and journalism. She has served leaders, teams and organizations at privately-held, public sector, nonprofit and Fortune 500 organizations in most industries, including professional services, finance, manufacturing, healthcare, consumer products, pharmaceutical, telecommunications and academia. She has served clients at Abbott, Accenture, American Society of Anesthesiologists, Bank of America, Comcast, Deloitte, Exelon, Grant Thornton, Hollister, International Truck and Engine, PepsiCo, Plante & Moran, Tribune Company and Purdue University Northwest among others. Jackie wrote the Executive Coach column for *Executive Travel,* an American Express Publishing/Time Inc. magazine for five years. She has two coaching certifications, including Master Certified Coach. She has completed Newfield's year-long, graduate-level program, Mastering the Art of Professional Coaching, numerous leadership, coaching, communication and theatrical arts programs, and has a B.A. in political science from UIC. She has served as Marketing Chair and on the program committee for the Network of Executive Women's Annual Leadership Summit and is a mentor for Chicago Innovation.

Co-facilitator:

Mark Beese
President
Leadership for Lawyers

Beth Cuzzone
Chief Growth Officer
Goulston & Storrs PC

Who should attend:

Emerging leaders, mid-level leaders, leaders new to legal marketing, and anyone wishing a boost to their leadership effectiveness. More than one leader from a firm is welcome to attend. Participation limited to 36 individuals.

Please Note

To support attendees in getting the most out of the highly interactive session, a 30-minute telephone intake conversation, and approximately one-hour of prework (to be provided to registrants) are recommended.

Agenda:

8:00 am	Registration and Breakfast
8:45 am	**Welcome**
9:00 am	**Small Group Opening Networking Exercise and Discussion/Review of Leadership Challenges; Large Group Debrief; Overview of Day**
9:40 am	**Discussion, Shared Understanding of Leadership, Elements of Leadership**
9:50 am	**Experiential and Reflection Exercises to Support Personal Resiliency and Being Present in the Moment**
10:00 am	**Group Discussion – Your Audiences and What Matters to Them; Discerning Social Styles; Strategies for Adapting to Them and Influencing**
10:30 am	Break
10:45 am	**Generative Leadership Conversations – Discussion and Experiential Session With a Powerful Model for Having Challenging Conversations; Conversation as a Powerful Leadership Tool**
12:30 pm	Networking Lunch
1:10 pm	**Generative Accountability – Discussion and Experiential Session; Work With Powerful Models for Generating Well-Being, Productivity**
3:00 pm	Break
3:15 pm	**Leadership Strategies – Engaging Audiences; Discussion and Experiential Session Using Stakeholder Analysis Model; Influence, Selling and Positioning**
4:00 pm	**Leadership Strategies – Engaging Your Teams; Discussion/ Exploration, "Everyday Engagement;" Leadership Styles, and What They Produce**
4:30 pm	**Record Notes for Personal Learning Plan**
4:35 pm	**Questions, Next Steps**
5:00 pm	Program Conclusion

Pre-Conference Workshop
Monday, April 9

Become a Great Coach
1:00 – 4:45 pm

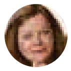
Coaching is becoming a profession within the legal profession. You can advance your career by learning how to becoming a business development coach or by refining your coaching skills to help lawyers reach their full potential for developing business. Come hear tips and best practices for becoming a great coach from two top legal industry sales coaches. These coaching experts will provide case studies and examples of the day-to-day challenges and opportunities they face and methods for meeting challenges and leveraging opportunities.

Registered workshop attendees will be asked to complete a brief questionnaire in advance of the conference. The survey will be mailed to you several weeks in advance of the conference.

Program Content:

- Introduction and overview
- Getting started on your coaching assignments
- Pre-work with coachee(s)
- First meeting and setting expectations
- Tips and best practices
- Dealing with difficult schedules, personalities and inaction
- When to walk away from an internal coaching client
- Ongoing follow-up

Instructors:



Silvia Coulter
Principal
LawVision Group and Master Coach

Silvia is a co-founding principal of LawVision Group. She is a recognized leader in law firm business development strategy and assists firms with strategic business development, key client retention and growth strategies, client service strategies, and leadership and organizational culture. She is currently leading the first legal industry research project on law firm culture in partnership with Human Synergistics, the leading global authority on leadership and culture assessments.

Jim Cranston
Principal
LawVision Group and Master Coach

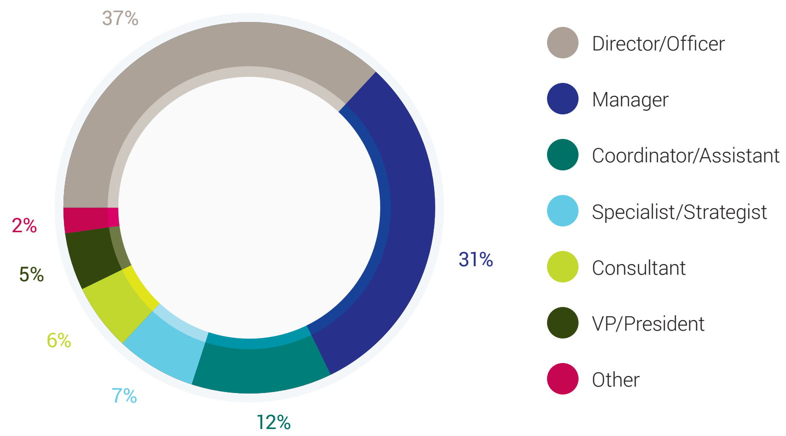
Jim Cranston is a principal and co-founder of LawVision Group. He is widely recognized as a leading authority on sales and business development in the legal industry. His partnering approach with clients has helped hundreds of professionals successfully secure new business and grow firm revenues. Prior to LawVision, Jim served as a managing director with Hildebrandt International, one of the world's leading law firm consultancy organizations.

Please Note

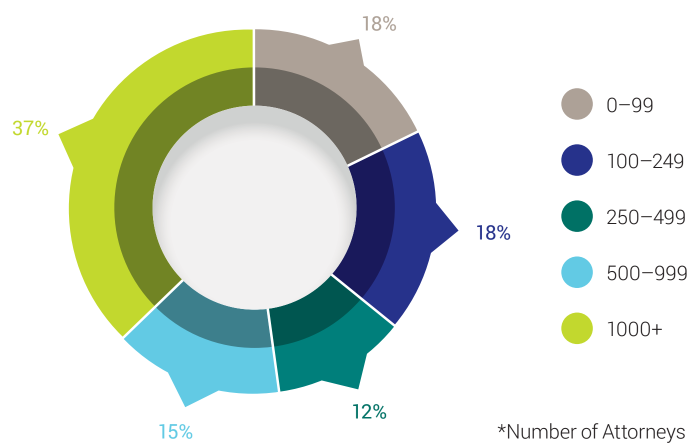
Attendance at this workshop is limited to ***50 participants***.
Registration is on a first-come, first-served basis.

Attendee Demographics

2017 Attendees by Title



2017 Attendees by Law Firm Size*



*Number of Attorneys

2017 Attendees by Country

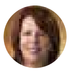
Conference Day One
Tuesday, April 10

7:30 am Registration Opens

7:30 am Breakfast in the Exhibit Hall

8:00 am General Session Doors Open

8:30 am **Welcome and Opening Remarks**



Betsi Roach, MIM, CAE
Executive Director
Legal Marketing Association

2018 LMA President

M. Ashraf Lakhani
Director of Business Development and Marketing
Porter Hedges LLP

2018 Conference Co-chairs

Katherine D'Urso
Chief Client Development Officer
WilmerHale LLP

Brian C. Dare
Chief Marketing Officer
Gardere Wynne Sewell LLP

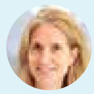
Keynote Presentation

8:45 – 9:45 am

The Science of Happiness

What role do money, marriage, friends, children, weather, age and religion play in making us feel happier? How can happiness be increased?

Keynote speaker, Catherine A. Sanderson, Ph.D., will present on the science behind happiness. Catherine will share cutting-edge research from the field of positive psychology on the factors that do (and do not) predict happiness, and provide conference attendees practical (and relatively easy!) ways to help forge their own path to improved psychological and physical well-being.



Catherine A. Sanderson, Ph.D.
Manwell Family Professor of Life Sciences (Psychology)
Department of Psychology
Amherst College

Professor Sanderson's research examines how personality and social variables influence health-related behaviors such as safer sex and disordered eating, the development of persuasive messages and interventions to prevent unhealthy behavior, and the predictors of relationship satisfaction. This research has received grant funding from the National Science Foundation and the National Institute of Health.

Professor Sanderson received a bachelor's degree in psychology, with a specialization in Health and Development, from Stanford University, and received both masters and doctoral degrees in psychology from Princeton University. She has published over 25 journal articles and book chapters in addition to four college textbooks, a high school health textbook, and a popular press book on parenting. In 2012, she was named one of the country's top 300 professors by the Princeton Review. Professor Sanderson speaks regularly for public and corporate audiences on topics such as the science of happiness, emotional intelligence, the mind-body connection, and the psychology of good and evil.

9:45 – 10:30 am

Networking and Refreshment Break in the Exhibit Hall

Everyone Needs a Good Mentor

Make a new connection before you arrive at the conference — by becoming a 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 a mentor or mentee, email Kristy Perkins at: **K.Perkins@LMAconference.com**.

"As someone new to legal marketing, the annual conference has proven invaluable to building a national group of peers."

Katie J. Davis
Client Relations Director
Armstrong Teasdale

Concurrent Breakout Sessions
10:30 am – 12:30 pm

BREAKOUT ONE A

10:30 – 11:30 am

Keeping Law Firms Relevant — The How and Why of Creating Successful Legal Operations

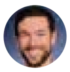
Hear seasoned professionals share how they achieved great success implementing legal operations. Through case studies, you'll further your understanding of how to work within your firm to start or improve the internal analysis aspects of legal operations and to implement external processes that encourage meaningful conversations with existing and potential clients.

Topics include:

- What legal operations encompass
- How organizations, such as CLOC, and the ACC Legal Operations Program help create successful legal operations
- The essential steps to begin or enhance a legal operations program
- How to help attorneys overcome resistance to change and transition — or risk being left behind
- Successful case studies to use as models back in your firm

Stephen Balcomb
Senior Director and
Head of Legal Operations
Qualcomm

Gavin Gray
Regional Operating Officer
for North America
Baker McKenzie



Brian Fanning
Pricing Director
Davis Wright Tremaine LLP

Merry Neitlich (Moderator)
Managing Partner
EM Consultants

BREAKOUT TWO E

10:30 – 11:30 am

Finding Growth in a Flat Market

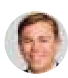
You, no doubt, want to stay ahead of the curve when it comes to firm growth. But are you prepared for one of the most difficult challenges facing firms today — finding the insights and tools to help you grow in a competitive and challenging market? In this session, you'll identify the fundamental elements of finding growth in a flat market. You'll explore how to determine the future of the market, leverage tools and processes for cross-selling, and measure successes.

Topics include:

- Legal market trends and the future of the market
- Maximizing the best cross-selling tools and processes
- How to you measure success

Michael Blachly
Director of Marketing and Business Development
Gray Reed & McGraw LLP

Steven R. Boutwell
Chief Operating Officer
Kean Miller LLP



Brent Turner (Moderator)
Manager, Peer Monitor
Thomson Reuters

BREAKOUT THREE A

10:30 – 11:30 am

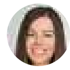
Beyond the Logo — Branding as a Competitive Strategy

Many law firms think a "brand" consists of a logo, a color palette and maybe a tagline. But to truly differentiate a firm, a brand needs to be lived. This session will show you how firms are using their brands to create strategic competitive advantages. You'll examine how an office move provided an opportunity to develop the firm brand and create extraordinary spaces that reinforce the firm's values. You'll see how an internal audit of a client journey resulted in ways the brand could be reinforced by everyone in the firm. This session will include ways other firms have created to support the brand at the practice group level.

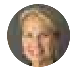
Topics include:

- The process of creating a brand
- How to incorporate the brand into all aspects of the firm
- Engaging lawyers and staff in improving the client experience
- How the brand can be lived by practice groups

Paul Darwish
Chief Business Development Officer and Director of Marketing
Graydon Head & Ritchey LLP



Chantal Sheaffer
Director of Marketing and Business Development
Robinson, Bradshaw & Hinson, P.A.



Sally Schmidt (Moderator)
President
Schmidt Marketing, Inc.

BREAKOUT FOUR E

10:30 – 11:30 am

The First Five — Laying the Foundation for Future Leaders

Beginning a career in legal marketing can be intimidating, to say the least. It's a legal marketer's job to not only learn the ins and outs of the firm, lawyers and clients, but also to piece it all together to generate new business opportunities. As a new legal marketer, coordinator, or specialist, you'll gain practical tips for developing a role within your firm while carefully managing and owning your career.

Topics include:

- How to *quickly* become an expert at knowing your firm and set yourself up for success
- How to *do better, not more*
- The benefits of having a mentor and how to be an effective mentee
- Leveraging the LMA platform to build a global network
- Top five things to think about in the first five years of your legal marketing career

Lindsey Bombardier
Business Development Director
Borden Ladner Gervais LLP

Kim Oakley
Business Development
and Marketing Manager
Foster Pepper PLLC

Meghan Spradling
Senior Marketing Coordinator
Miller Nash Graham & Dunn LLP

BREAKOUT FIVE A

Deep Dive

10:30 am – 12:30 pm

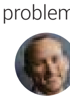
Website Deep Dive — The Step-by-Step Guide to a Smooth and Successful Website Project

What do you need to know to ensure a successful website initiative? Before you start designing, what research and strategy do you need? Who should be involved? And how do you keep this project from going off the rails? You'll get the answers to these questions and more in this deep dive into law firm website design. You'll gain the hard-won insights of legal marketers who are experts in different aspects of website development. Using a case-study to frame the conversation, the session will cover the entire scope of website development, including planning, hiring, strategy, design, development, launch and post-launch. Leave with practical guidance on how to navigate inevitable stumbling blocks, snags and pitfalls and stay focused on your big-picture goals.

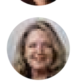
Topics include:

- Establishing clear, bold objectives to guide the project
- How to perform discovery, strategy and planning
- Building the right internal team
- When (and how) to obtain executive buy-in
- Preventing timeline and budget overage problems

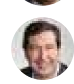
Kathleen C. Flores
President
Armitage Consulting, Inc.



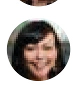
Paul Pierson
Managing Partner
Carbone Smolen Agency



Amy Knapp
Founder
Knapp Marketing



Robert Algeri (Moderator)
Partner
Great Jakes Marketing Company



Jacqueline Madarang
Senior Marketing
Technology Manager
Bradley Arant Boult Cummings LLP

Concurrent Breakout Sessions
11:45 am – 12:30 pm

BREAKOUT ONE (E)

11:45 am – 12:30 pm

2018 LMA/Bloomberg Law Survey — Using Market Insights for Influence and Impact

Market-leading law firms are constantly on the lookout for ways to grow their businesses and better serve their clients. This creates opportunities for you to directly influence the business, leveraging your understanding of the market to assess new opportunities and embrace the right ones. In this session, you'll hear the results of the third annual LMA/Bloomberg Law joint legal marketing survey. You'll examine data touching on critical areas, including marketing and business development budgets and staffing, strategic relationships and opportunities and the impacts of technology. Armed with this information, you'll be positioned to benchmark your marketing against key metrics and share insights that maximize your influence within the firm.

Topics include:
- What's been working and what hasn't
- How to chart a course for future success
- Highlights of the third annual LMA/Bloomberg Law joint legal marketing survey
- Using the survey data to maximize your influence in your firm

Nancy Furman Paul
Commercial Director
Bloomberg Law

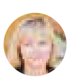
BREAKOUT TWO (E)

11:45 am – 12:30 pm

Turning Millennial Lawyers Into Marketing Ninjas

As millennial lawyers look to take over from their boomer predecessors, they need new tools, tactics and information to build their books of business in the increasingly competitive and ever-evolving legal market. In this session, you'll adopt a different outlook on how millennials want to work, sell and buy legal services that will better equip you to advise your firm for the future. This is your opportunity to walk through how to build a solid marketing plan that will withstand a disruptive market.

Topics include:
- Debunking myths about the millennial generation
- Hear what young attorneys want from us
- Understand what motivates millennials and why explaining "why" is so important
- The need for choice and personalization in marketing plans
- Which marketing tools and tactics still work and new ones to consider
- How to get buy-in and respect from even the most cynical attorney



Morgan MacLeod
Ringmaster
Cubicle Fugitive

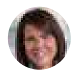
BREAKOUT THREE (E)

11:45 am – 12:30 pm

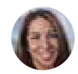
Attention Will Be Paid — Differentiate Your Thought Leadership From the Crowd

When an evolving area of practice captures the attention of the c-suite, your competitors are going to be right there with you vying for the work. Using a two-year cyber campaign as a case study, this session will show how one firm delivered market-leading results over the course of a tightly integrated, multi-prong campaign. You'll examine how to combine strategic objectives with tactical recalibrations to create a unique platform that will take you exactly where you need to be. Plus, you'll see how to reach multiple audiences through carefully chosen avenues, stay in budget by leveraging existing content and keep a close eye on your ROI.

Topics include:
- How to identify and capitalize on your firm's differentiators in a hot market
- How to integrate all of the marketing tools available to you in a strategic, efficient and cost-effective manner
- Strategies for engaging partners and pushing them past their comfort zones
- How to take and track the pulse of a project and calibrate next steps accordingly to build in effective ROI measures



Jennifer E.D. Brooks
Marketing Communications Manager
Hogan Lovells US LLP



Brooke Haughey
Special Projects Consultant
Hogan Lovells US LLP

BREAKOUT FOUR (A)

11:45 am – 12:30 pm

Surviving Change — Best Practices for Driving Change Management

Did you know that almost 45 percent of change management efforts fail? Many organizations assume a one-size-fits-all approach to change management, but learn too late that the approach is ineffective. Successful change management is driven by leaders who can define and promote a transformational change strategy. In this session, you'll learn how CMOs and CBDOs can be effective change agents within their organizations. You'll examine how to successfully lead the journey by proactively driving change for both the organization and the individual. You'll identify the three elements of a true change management strategy and take-away a framework for the internal customer journey for business development, including top pain points and barriers.

Topics include:
- Why change management often fails
- How to define and promote a change strategy
- Becoming a successful change agent
- The elements of a true change management strategy

Elena Cutri
Director of Education Services
LexisNexis

12:30 – 1:45 pm

Networking Lunch

During lunch, tables will be reserved for each of LMA's Shared Interest Groups (SIGs). 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 to learn more. For information on LMA's SIGs, visit **www.legalmarketing.org/SIGs**.

Be sure to incorporate the Exhibit Hall into your conference schedule

The Exhibit Hall is an integral and dynamic part of the annual conference, connecting you with companies offering the latest legal marketing products and services and featuring cutting-edge technology. Be sure to stop by and learn from the many marketing experts working with your peers from across the industry. It is an exceptional one-stop opportunity for attendees to find solutions and for exhibitors to reach legal marketing and business development professionals. It is also an excellent base during the conference — a place to meet colleagues before the next set of events.

Concurrent Breakout Sessions
1:45 – 2:45 pm

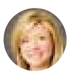
BREAKOUT ONE (E)

1:45 – 2:45 pm

How Legal Departments Are Leveraging Artificial Intelligence and the Impact on Law Firms

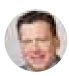
With billions of dollars being invested into the development and commercialization of Artificial Intelligence (AI), it's only natural that potential uses of AI would find their way into the legal profession. Many law firms have been slow to embrace the use of AI, but corporate legal departments are increasingly using AI-powered technologies to increase the efficiency and consistency of legal work and decrease the cost. This trend can have several implications for law firms. In this session, you'll hear from legal department experts how legal departments are using AI and technology automation and how this might shake up the business of law.

Topics include:
- Which practice areas are being impacted by AI currently and which could be in the near future
- How legal departments are evolving from historical cost centers to technology-enabled service partners to their internal clients
- How law firms can and should market services as automation is increasingly being used to replace outside counsel
- What this will mean to the business of law moving forward


Kimberly Bell
Head of Operations – Legal/External Affairs
Nissan Group of North America


Brian Kuhn
Watson Business Solutions Executive
IBM Corporation


Mark T. Greene
President
Market Intelligence LLC


Patrick Fuller (Moderator)
Senior Director of Legal Intelligence
ALM

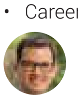
BREAKOUT TWO (A)

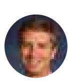
1:45 – 2:45 pm

Marketing 3.0 — A New Growth Path for Your Firm and Your Career

Flat demand and rate pressure have deprived law firms of the two levers they have traditionally relied on to boost growth and profits. Attend this session to learn how one law firm drives growth through a third lever: increasing lawyers' productive capacity with the help of a practice management team. This case study will demonstrate the firm's approach, share some of its tools and discuss career opportunities it can provide legal marketers.

Topics include:
- The business rationale for a practice management team
- The functions of a practice management team
- Tools and techniques to maximize effectiveness
- Career opportunities for legal marketers


Kevin Guidry
Practice Manager
Davis Wright Tremaine LLP


Mark Usellis
Chief Strategy Officer
Davis Wright Tremaine LLP

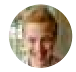
BREAKOUT THREE (E)

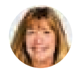
1:45 – 2:45 pm

The Worst Part of Your Job? Practical Advice on Directories Submissions and How to Make Them Better (For You and Your Firm)

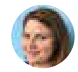
Everyone wants to improve their profile in the directories. But there are often challenges that come along with the submissions process: the time consumed, the competing egos and the frustration when rankings don't improve. In this session, you'll hear from editors of some of the leading directories and people who have managed directories internally how to plan, strategize, manage expectations and ensure that the directories are getting the relevant information they need. You'll gain practical, concrete information that you can relay to stakeholders to improve their engagement in and understanding of the research processes of the leading directories.

Topics include:
- Steps you can take to improve your rankings
- Tips to streamline the assembly of submissions
- How to manage the expectations of the attorneys contributing to the research
- The best way to engage with the directories' research teams


Toby Eccleshall
U.S. Editor
Chambers & Partners


Cindy Larson
Publisher
Super Lawyers


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


Laura Mills (Moderator)
Director
LC Mills Consulting

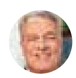
BREAKOUT FOUR (A)

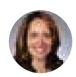
1:45 – 2:45 pm

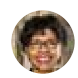
Making the Business Case for Diversity in Legal Marketing

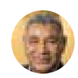
In this Town Hall-style session, you'll deepen your awareness of the need for diversity and inclusion (D&I) and be empowered and equipped to build and support diverse and inclusive marketing and business development teams. You'll hear from leaders in their fields who will emphasize and highlight the voice of the client as well as describe the benefits of D&I and business development within marketing and BD departments. This Town Hall approach generated a lot of buzz and interest in Las Vegas in 2017 and this session promises to build on that excitement.

Topics include:
- How to be a voice for change within your organization
- Best practices from the panel and the audience
- Update: developments and recommendations made by the LMA Diversity & Inclusion Task Force and approved by the LMA Board of Directors
- Practical ideas and tools for advocating for D&I within your organization


José Cunningham
Chief Marketing and Business Development Officer
Nixon Peabody LLP


Valerie Jackson
Global Head of Diversity and Inclusion
K&L Gates


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


Paul Webb
Director of Marketing and Business Development
Richards, Layton & Finger, P.A.

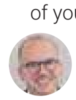
BREAKOUT FIVE (A)

1:45 – 2:45 pm

Orchestration — Making Your Digital Marketing Work in Context

The top transformational problem in marketing is no longer "how to be digital." Now, the most significant problem is how to coordinate and integrate fragmented activities into a coherent customer experience. In short, the new goal is orchestration. Join this discussion of what we, as digital marketers managing a plethora of tactics, can learn from the idea of classical orchestration. Using analogies from music theory and examples from classical to pop, this session will demonstrate how to create an integrated marketing strategy, proving that the whole of your marketing can equal more than the sum of its parts.

Topics include:
- Why no one marketing activity should stand alone
- Tactics for the planning of your long-term and short-term marketing activities
- The value behind an integrated marketing plan: how to create an endurable activity cadence, apply lessons in adjacent projects and be the "conductor" of your marketing strategy


Kalev Peekna
Managing Director, Digital Strategy
One North

2:45 – 3:30 pm

Beignet Break in the Exhibit Hall

Treat yourself to an afternoon pick me up. During the afternoon exhibit hall networking break, New Orleans' famous sweet treat, beignets, will be served.

Concurrent Breakout Sessions
3:30 – 5:30 pm

BREAKOUT ONE A

3:30 – 4:30 pm

How to Use Client Experience and Empathy Mapping to Boost Client Insights

The voice of the client is usually sought by firms at two main listening posts: at the end of a transaction and as part of an ongoing relationship management plan. While many firms devote a lot of effort to their client feedback programs, they can be hard to sustain, expensive to conduct, elaborate in their execution and slow to yield results. In this session, you'll discover alternative ways to gather meaningful insights from clients without busting your budget. In addition, you'll find out how to use client experience mapping and empathy mapping to guide your approach.

Topics include:

- A practical five-stage client experience framework that will re-frame marketing, sales and client loyalty actions
- How to install at least six more "listening posts" throughout a client journey
- How to move feedback to the front line of client engagement
- How to use empathy mapping to inform the questions you ask
- Examples of client feedback questions/questionnaires

Sue-Ella Prodonovich
Principal
Prodonovich Advisory

BREAKOUT TWO A

3:30 – 4:30 pm

Socrates' Briefcase — The Three BD Conversations Every Lawyer Needs to Master in Today's Economy

Socrates is famous for turning casual conversations into deep, meaningful discussions. Today, his insights are needed more than ever in the world of business development. This session will introduce **Socrates' Briefcase**, a leading-edge BD program that explores the three conversations every lawyer must learn to do well: the meet, the bridge and the ask. You'll discover how this approach provides attorneys with a "tell me more" statement that dares prospects to ask questions, a natural bridge line to transition smoothly from small talk to business and a confident and non-threatening ask that lands new clients. Find out how to use this approach to ignite a renaissance in person-to-person marketing at your firm.

Topics include:

- Frame your practice in ways that distinguish you from the competition
- How to focus every conversation on client needs
- How to shorten the BD process by not putting off "the talk"
- Tips for getting more enjoyment out of your BD efforts
- Ways to make every non-billable hour more fruitful and effective

Steve Hughes
President
Hit Your Stride, LLC

BREAKOUT THREE E

3:30 – 4:30 pm

Reputational Risk — One Decision Away From Disaster

With today's 24/7 news cycle, we are all just one decision away from disaster. A crisis can strike at any moment and take any form. Despite our best efforts, it is often difficult to plan for this eventuality and to know how to take action in a fluid scenario. In this session, you'll hear from two seasoned veterans who have successfully handled several crises and kept their firms and companies afloat amidst a barrage of regional, national and international media. Gain practical guidance you can use to improve your crisis communications strategy based on what works and what no longer works in this challenging, new media environment.

Topics include:

- Proactive crisis communications planning
- Working with your firm's leadership and the media
- Things NOT to do during a crisis
- Internal communications vs. external communications
- Image/reputation as part of your corporate strategy

Maggie T. Watkins
Chief Marketing Officer
Sedgwick LLP

Jan Strode
Chairman and
Chief Executive Officer
CEO Advisors

BREAKOUT FOUR A

Deep Dive

3:30 – 5:30 pm

Don't Just Ride the Bus — Drive the Strategic Planning Process in Your Firm

Learn everything you ever wanted to know about strategic planning: why law firms and other organizations do it, the benefits to law firms, how to get the process off the ground, the role of the CMO, and how to make it successful and pay dividends for your firm. You'll learn how to build and make a compelling case, facilitate discussion to build consensus, guide the planning group in developing a vision, roll out a draft plan and help leaders and partners feel accountable for achieving it. You'll also address key topics from the CMO's perspective, including the benefits of planning, pluses and minuses of working with third-party consultants, and more.

Topics include:

- Know which partners to select for the planning group and how to form the group
- Identify which partners and clients should be interviewed and what questions to ask
- Identify which data to request and how to analyze it to lay a foundation for the planning process
- Tips for developing and presenting takeaways from the interviews and data
- Other tips and best practices that cover the rest of the planning process

Clinton Gary
Chief Strategy and
Business Development Officer
Burr & Forman LLP

Kim Perret
Chief Marketing Officer
Jones Walker LLP

Michael J. White
Principal
Edge International

Kent Zimmermann
Principal
Zeughauser Group

BREAKOUT FIVE A

3:30 – 4:30 pm

Boost Firm Growth Through Client-Centered Business Development

You know your firm. Or do you? Without the right data, you may be missing crucial insights for growth opportunities. Join this session to discover how to capture and analyze your firm's client and experience data to keep and expand the clients you already have, get more of the type you want and create a successful lateral hire program to enhance your growth objectives.

Topics include:

- Case studies and success stories: Large law firms who have used data analytics and new data science tactics to achieve higher growth
- How to gain confidence using data — you don't have to be a scientist!
- Driving better decisions to enhance cross-sell services and deepen client relationships

Mark Bilson
Vice President of Client Development Practice
Intapp, Inc.

Breakout Session Key

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

Competency Level

- E Essential
- A Advanced

Concurrent Breakout Sessions 4:45 – 5:30 pm

BREAKOUT ONE A

4:45 – 5:30 pm

What Really Drives Legal Buying? Two Sides of the Same Coin

As a purchaser of legal services, you make decisions based on a number of factors. Which of these are critical? How does this vary across segments? How are law firms rated on these key criteria? Are there differences between perceptions of lawyers and clients? In this session, you'll examine the underlying buying behavior from both firm and client perspectives, the key dimensions of the purchase decision, the aggregation of the marketplace into buying segments, linkages between expressed preference and actual spend and the relative rating of firms and peers. You'll leave with a framework to help firms and clients take action.

Topics include:

- The fundamental change in the marketplace since the recession
- Delineating factors used in buying decisions and their relative importance
- How to identify potential segmentation of the market
- A survey to conduct on your own for marketing insights
- Taking appropriate actions with your clients

Anne Malloy Tucker
Chief Marketing Officer
Hunton and Williams LLP

Madhav Srinivasan
Chief Financial Officer
Hunton and Williams LLP

BREAKOUT TWO E

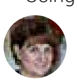
4:45 – 5:30 pm

Enhanced Credibility and Reach Through Network Affiliation

Join three experienced legal marketers and network navigators for a lively discussion about the best and worst ways to leverage law firm networks. They'll provide the point and counterpoint about the opportunities and challenges of network membership. You'll learn from the pros how to extend your firm's brand beyond geographical, practice and other boundaries. You'll find ways to motivate lawyers to maximize the opportunities presented by network affiliation. This session also tackles how to defend client relationships through collaboration with network colleagues.

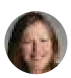
Topics include:

- How to engage your whole firm in the network in innovative ways — it's not just about referrals any more
- Punching above your firm's weight to get business where you otherwise couldn't play
- Evaluating networks for fit with your firm
- Using appropriate metrics to evaluate ROI



Terri Pepper Gavulic
Executive Director
TerraLex

David A. Kaufman
Director of Global Strategies
Nixon Peabody LLP



Felice Wagner
Executive Director
and General Counsel
The Network of Trial Law Firms, Inc.

BREAKOUT THREE A

4:45 – 5:30 pm

Active Listening — The Key to Uncovering Client Opportunities

One of the best ways to help your lawyers succeed at business development is by teaching them how to actively listen to their clients and prospects. Recent research *("What Great Listeners Actually Do", Harvard Business Review, July 14, 2016)* concluded that active listening techniques separate "great listeners" from the rest of us. In this train the trainer session, you'll learn about ACCESS: Six Tools of Active Listening, practice using active listening tools and come away with multiple ideas for teaching your lawyers one of the most important skills in building business relationships.

Topics include:

- Learn about ACCESS: Six Tools of Active Listening
- Practice using active listening tools through an abbreviated, simulated training
- Identify different ways to introduce active listening in your firm
- How to modify for business development purposes active listening tools similar to those used in depositions and cross-examinations

Kevin McMurdo
Principal
McMurdo Consulting

BREAKOUT FIVE A

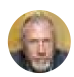
4:45 – 5:30 pm

Humanity Isn't a Trend — It's the Key to Digital Marketing and Branding Success

Empathy matters so it's time to get crazy in love with your clients. An emotional connection is where brand loyalty begins. Legal marketers need to humanize marketing and branding activities, and remember that, regardless of technology, there is always a person on the other end looking for something…most likely your lawyers' help. Take a look in this session at how technology moved us from slogans to stories as a way to humanize legal marketing. You'll discuss issues that include how technology improved marketing and branding by serving as an avenue to foster emotional connections. And, you'll rethink how to put people first when using marketing technology.

Topics include:

- How emotions drive the way we market
- How to humanize your content and digital marketing campaigns
- The benefits of using technology to generate brand affinity



Terry M. Isner
Chief Executive Officer/Owner, Marketing and Branding
Jaffe

6:30 – 8:00 pm

Laissez les Bons Temps Rouler — Let the Good Times Roll!

The "Big Easy" is the perfect setting for networking. Embrace the charm of New Orleans and join fellow conference participants at one of the city's premier lounges for some southern-style hospitality.

See p. 27 for full details.

Breakout Session Key

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

Competency Level

- E Essential
- A Advanced

Conference Day Two
Wednesday, April 11

7:30 am Registration Opens

7:30 am Breakfast in the Exhibit Hall

8:00 am General Session Doors Open

8:30 am **LMA Annual Report**

8:50 am **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.

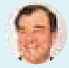
Your Honor Awards is the longest-running, annual international awards program recognizing excellence in legal marketing.

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 am **General Counsel Panel Hosted by:** ALM

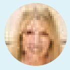
Pushing Through the Noise — What Gets the Attention of General Counsel and Business Executives

As law firms increase the amount of content pushed out to clients, how do you really get their As law firms increase the amount of content pushed out to clients, how do you really get their attention? And how do you lose it? What do they want to know from their current and prospective outside counsel? And who should firms be targeting?



Robert E. Bostrom
Senior Vice President, General Counsel and Corporate Secretary
Abercrombie & Fitch

Additional general counsel to be confirmed. Visit www.LMAconference.com for updates.



Heather D. Nevitt (Moderator)
Editor-in-Chief
Corporate Counsel, Inside Counsel and Texas Lawyer
ALM Media, LLC

10:30 – 11:30 am
Networking and Refreshment Break in the Exhibit Hall

10:45 – 11:30 am
Networking for Prizes Drawing in the Exhibit Hall

Networking for Prizes is a fun and interactive activity designed to introduce you to the service provider community during the course of the conference.

See p. 27 for details.

New for #LMA18

The Lagniappe Demo Lounge

This new feature of the 2018 LMA Annual Conference offers attendees the opportunity to participate in 20-minute, interactive product demonstrations that are educational in content and highlight how a product/service is benefitting the industry.

Discover the possibilities of new legal marketing and business development products and services to stay on the cutting edge, while engaging experts in a Q&A session.

Full details will be available on www.LMAconference.com and on the conference app.

Hosted by:

ACKERT INC. | CallTrackingMetrics | csa Carbone Smolan Agency

f²(marketing) | LEGAL PUBLISH | Qorus

Confirmed as of time of print. Full schedule will be available on www.LMAconference.com.

Concurrent Breakout Sessions
11:30 am – 12:30 pm

BREAKOUT ONE A

11:30 am – 12:30 pm

The Evolution of Competitive Intelligence at Law Firms

Join this interactive session discussion of competitive intelligence (CI) in the legal industry, based on a new study of nearly 100 legal executives. You'll tackle a range of questions, including: How large are CI teams? How are they structured? How are firms using CI for competitive advantage and strategic growth? Why do law firm leaders rate their CI function just 6.4 out of 10 in effectiveness? What is the greatest challenge facing CI in law firms today? What traits make a CI professional successful? Come explore real-life examples and case studies of the favorite uses of CI, gleaned from interviews with CMOs and heads of CI. As an attendee, you'll receive direct access to a complimentary executive summary of the report.

Topics include:

- Where law firms are in the evolution of CI
- The structure of current CI teams: how they are managed, staffed and developed
- What activities CI teams engage in and what tools they value most
- Case studies: how to best use CI for competitive advantage
- The path to creating more proactive, strategic CI teams

Elizabeth Duffy
Vice President
Acritas

Marcie Borgal Shunk
Founder and President
The Tilt Institute

BREAKOUT TWO E

11:30 am – 12:30 pm

Are Your Pricing and Project Management Investments Offering Real Value and Differentiation to Your Clients?

Firms are putting a lot of resources into pricing and project management to be more flexible in the way they charge clients and more efficient in the way the work is done. But are those efforts adding real value in client relationships? Discover the answer to that important question here. You'll reflect on how discounts and fee collars are old news, and how a lot of programs are offered on alternative fees. The magic is in communicating and collaborating with clients to differentiate your firm in the pricing process — not just in the final number. If your firm actually uses project management effectively, how do you communicate that and how do you really know if it differentiates you?

Topics include:

- How to discover value as a client defines it
- How to use the magic word "pilot"
- How to persuade lawyers and others to take a more holistic approach to pricing
- Interacting with current clients and prospects to determine how they define value: specific approaches and questions to ask
- Insights into the concept of collaboration with clients

James A. Durham
Chief Marketing Officer
Clark Hill PLC

BREAKOUT THREE E

11:30 am – 12:30 pm

Your Honor Awards — Review of the Winners

During this session, judges from this year's Your Honor Awards will review some of the winning entries and share their impressions and observations, as well as the judges' rationale for why they won.

Attendees of this session will learn:

- What judges looked for in winning submissions
- What about the submissions reviewed was particularly special
- How winning projects align with the LMA Body of Knowledge

If you are interested in a deeper understanding of the creative and strategic elements that go into standout legal industry projects and initiatives, come hear from those who had the opportunity to review some of this year's best examples.

Heather McCullough (Moderator)
Partner
Society 54, LLC
YHA Co-chair

YHA judges to be announced.

BREAKOUT FOUR A

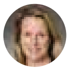
11:30 am – 12:30 pm

The Next Big Thing — Strategy and Structure in Disruptive Times

The legal marketplace is changing dramatically. Client expectations are changing, artificial intelligence and technology changes how legal services are delivered, and new competitors and alternative delivery providers are appearing every day. Law firms need to consider their strategy and structure in order to survive in this dynamic environment. This session will present several strategic frameworks for today's law firm to consider, a diagnostic tool to determine which framework best fits your firm, and discussion about how your strategy affects how your firm differentiates, goes to market, structures its firm and approaches growth.

Jennifer Manton
Chief Marketing and Business Development Officer
Kramer Levin Naftalis & Frankel LLP

Nathaniel E. Slavin
Founding Partner
Wicker Park Group



Wendy Bernero (Moderator)
Head of Client Development for North America
Baker McKenzie

BREAKOUT FIVE A

11:30 am – 12:30 pm

Using Data to Implement Account-Based Marketing

The legal industry has evolved and the adoption curve of analytics-based decisions is wider than it used to be. However, most of this change is driven by considerations for productivity and case results. Data can also help drive your business development efforts. In this discussion, you'll explore the role of single- and multi-touch attribution in your BD efforts as well as how data can help drive account-based marketing. You'll learn how using these two techniques together can have a significant impact on where your firm focuses to drive more business.

Topics include:

- How data drives account-based marketing
- The role of single- and multi-touch attribution in your BD efforts
- Analytics and the evolving legal industry

Lacey Ford
Vice President, Marketing
LexisNexis

Amy Shepherd
Chief Marketing and Business Development Officer
Ballard Spahr LLP

12:30 – 1:30 pm

Networking Lunch

> *Whether it's your first, fifth or twenty-fifth conference, you will learn a lot!*
>
> **Linda Ficano,** Director of Business Development & Marketing
> **Fitzpatrick, Cella, Harper & Scinto**

Concurrent Breakout Sessions
1:30 – 2:15 pm

BREAKOUT ONE A

Deep Dive

1:30 – 3:30 pm

Process Improvement and Project Management for Law Firms: Inside and Out

Today's legal marketers are under increasing pressure to be more efficient yet still deliver high- quality work and superior service. At the same time, they are responsible for helping their firms engage in the right marketing and business development activities, while balancing what's most effective for reaching their client targets with successful financial management. Join this session to take a deep dive into the what, why and how driving law firm marketing and business development departments as they improve their own processes, such as responding to RFPs, event management, content marketing, onboarding and more.

Topics include:

- Using Lean, Six Sigma and project management to manage your many projects and competing requests
- Case studies: How law firms are employing process improvement and project management to deliver real value to clients
- The many benefits to both the client and the firm

Catherine Alman MacDonagh
Chief Executive Officer/Co-founder
Legal Lean Sigma Institute

Timothy B. Corcoran
Principal
Corcoran Consulting Group

BREAKOUT TWO A

1:30 – 2:15 pm

How Industry and Practice BDs Can Work Together for Better Client Development

Knowing your clients' business inside and out is more important than ever for client development. You need to understand both the industry in which your clients operate and their legal needs. Join this discussion of how industry and practice groups can work together to develop clients while maintaining continuous communication between the partners and BD professionals. You'll discover how to effectively integrate practices with industries, including client teams and partner communication, business plans across practices and industries and cross-over between and among industries.

Topics include:

- Ways to utilize industry leaders and practice group leaders/business unit heads within your firm
- Building and developing client teams, including selecting relationship partners and coaching
- How to prioritize competing goals within industries — such as functioning client teams, reviewing additional clients/prospects and keeping up with industry news and trends — while maintaining focus on practices
- Conducting client feedback interviews
- The importance of being seen as a strategic advisor

Samara Abrams
Business Development Manager
Shearman & Sterling LLP

Kelly Malloy
Business Development Manager
Shearman & Sterling LLP

BREAKOUT THREE A

1:30 – 2:15 pm

Leave Them Wanting More Through Public Speaking Best Practices

Public speaking is becoming a lost art with increasing use of electronic communication. However, this learnable skill can easily help you stand out from the crowd and create experiences that listeners want more of. Here's your opportunity to evaluate your public speaking effectiveness and how well you enable your audiences to feel like they have gained value from your interactions with them. By the end of the session, you'll refresh, practice and receive feedback on your public speaking skills and how to take them to the next level.

Topics include:

- How to create engagement with listeners
- Preparing your mind and body to engage your authentic best self for dynamic delivery
- Employing the Visual 5 and Vocal 5 best practices for creating conversation with your audience

Tracy LaLonde
Managing Partner
Xaphes, LLC

BREAKOUT FOUR E

1:30 – 2:15 pm

Big Ideas for Small-Firm Marketers

No resources? No problem! From marketing annual reports and internal training programs to small-scale attorney coaching initiatives and firm-focused content marketing, you can do it in spite of limited teams and resources. Attend and you'll discover ideas and implementation strategies to help you build visibility and credibility for yourself and your team, develop stronger relationships with your lawyers and market the marketing function, all while contributing to your firm's bottom line. Take away actionable and immediately implementable ideas you can customize and deploy at your own firm.

Topics include:

- How to create a simple, effective internal annual marketing report
- Designing a lawyer-facing, integrated marketing training program
- Implementing a simple, three-step attorney coaching process
- How to become a thought leader within your own walls
- Tracking business development spend and making better investment decisions

Jeff Dennis
Director of Strategic Initiatives
Kegler Brown Hill + Ritter

Lindsey Dilsaver
Director of Marketing
Kegler Brown Hill + Ritter

BREAKOUT FIVE A

1:30 – 2:15 pm

Lateral Acquisitions — Setting the Stage for Success

The lateral hiring wave continues to swell to historic heights. The cost of acquiring and losing talent is high — and less than half of laterals remain at firms for five years. Many laterals have average-to-low success rates — a problem exacerbated when laterals join without established or portable books of business (often from government) as well as by conflicts. In this session, you'll focus on how law firms can attract, recruit and retain top talent and maximize lateral longevity. You'll identify methods for driving revenue growth through a thoughtful and strategic recruitment and integration process. Plus, you'll assess examples of successes and failures.

Topics include:

- Strategies for collaboration across all lateral integration stakeholders to maximize short- and long-term success
- Overcoming common pitfalls when integrating laterals and supporting revenue generation
- How to leverage research tools and institutional knowledge to support lateral integration
- Best practices from the laterals' perspective for positioning laterals for success

Melissa Ertek
Chief Development Officer
Winston & Strawn LLP

Cynthia Holbrook
Managing Director,
Global Practice Development
Winston & Strawn LLP

Concurrent Breakout Sessions
2:30 – 3:30 pm

BREAKOUT TWO (A)

2:30 – 3:30 pm

Experience Management for Business Development Success

To win business in today's competitive market for legal services, you must demonstrate that you have the necessary experience and expertise to solve client problems. However, it's often a struggle to overcome the people, process and technology challenges inherent in deploying an experience management solution. In this session, law firm business development and knowledge management professionals will share how they implemented solutions that elevated the value their business development team provides to the lawyers and the firm's clients. In addition, you'll learn how they facilitated the creation of proposals, pitch materials and directory submissions.

Topics include:

- How to deliver proof of experience to win more business
- Designing and implementing processes to capture matter profile information
- Solving data challenges inherent to integrating disparate systems

Catherine O. Dicke
Business Development and Marketing Manager
Sidley Austin LLP

Megan Showerman
Director, Client Development
WilmerHale LLP

Matt Thompson
Vice President of Product Marketing
Foundation Software Group

Paul VanderMeer
Chief Knowledge Officer
Bilzin Sumberg Baena Price & Axelrod LLP

BREAKOUT THREE (A)

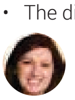
2:30 – 3:30 pm

Leveraging Content Within an Integrated Communications Strategy

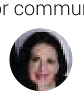
Marketing and public relations play equal roles in providing an integrated approach to communications efforts. However, the creation and dissemination of content does not always follow suit. In this session, you'll learn from the perspectives of small, mid-size and large firms how to create an integrated communications strategy and explore the important role an external PR firm plays.

Topics include:

- How to create an integrated communications strategy and leverage content to support business goals
- How to work effectively to unify BD/PR and Comms objectives and communicate them
- Actionable tips on how to get management/lawyer buy-in for your strategy
- Integrating "employee advocacy" to expand your reach and influence
- The different means to measuring ROI for communications strategies



Jennifer Simpson Carr
Senior Business Development Manager
Lowenstein Sandler LLP



Gina F. Rubel
Chief Executive Officer
Furia Rubel Communications, Inc.

Arielle Lapiano
Director of Communications and Public Relations
Paul Hastings LLP

Jessica Todd
Marketing Specialist
McNair Law Firm

BREAKOUT FOUR (A)

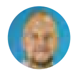
2:30 – 3:30 pm

I Saw This and Thought of You – How to Win New Business With an Expert-centric Approach to Legal Marketing

Senior experts in organizations buy from trusted partners. This session demonstrates how you can implement an expert-to-expert marketing strategy to win new business and build relationships with the clients that matter. You'll see examples of how law firms, two of the "Big 4" accountancy firms and some of the world's largest software companies have adopted this approach, and how you can apply it in your firm. You'll leave with a free workbook to help you create your own expert-to-expert marketing strategy

Topics include:

- A look into a law firm that has successfully employed an expert-to-expert approach
- How to engage the partners in your firm to create content for measurable results
- Why it's important to create timely, relevant and digestible content



James Grandage
Global Marketing Technology Manager
Maples

Connor Kinnear
Chief Marketing Officer
Passle

BREAKOUT FIVE (A)

2:30 – 3:30 pm

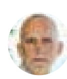
Automation – Bringing CRM, Content and Sales Together

Law firms need to cultivate conversations, create solid relationships, and build trust and brand loyalty through their marketing. So many legal organizations have been put off by transaction-focused automation solutions, fearing that their prized business relationships will be undermined. However, if it is done right, automation can help to transform resource-stretched marketing teams, whilst building audience relevance, engagement and opportunities at scale.

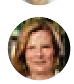
The session will help define how marketing automation can work at a law firm with the help of in house speakers who have applied automation processes at their firms. Throughout the session, the panel will discuss the different approaches to automation they have taken at their firms in working towards their end goals.

You will learn:

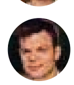
- What is marketing automation in the context of a law firm?
- How to create meaningful digital relationship chemistry at scale?
- Converting digital engagements into opportunities
- What to do with the opportunities
- What you should consider before implementing an automation program



W. Allen Fuqua
Chief Marketing Officer
Winstead PC



Jennifer Larivee
Director of Marketing
Akin Gump Strauss Hauer & Feld LLP



Matt Parfitt
President
Vuture U.S.

Breakout Session Key

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

Competency Level

- E Essential
- A Advanced

Concurrent Breakout Sessions
3:30 – 4:30 pm

BREAKOUT ONE A

3:30 – 4:30 pm

Charting a Path for Succession Planning

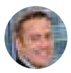
Does your firm have a succession plan in place? Most law firms do not. But the sooner you start the discussion and the process, the better. The statistics are alarming:

- 400,000 lawyers in the United States are age 62+
- 30-40 percent of practicing lawyers are at the age and stage where they are beginning to contemplate retirement
- 63 percent of law firm partners, age 60+, control three quarters of their firm's revenue

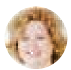
This session will guide you through the challenges you're likely to face when succession planning. You'll take a deep dive into the succession plan developed by a southeast regional law firm. In addition, you'll identify best practices to help your firm develop a successful model for transitioning lawyers and clients through the process.

Topics include:
- Common challenges when creating a succession plan
- Why your firm — and every firm — needs one
- Lessons to be learned from one law firm's planning experience
- How to prepare lawyers and clients for the changes ahead


Julie D. Beavers
Director of Attorney Recruiting and Professional Development
Ward and Smith, P.A.


Tom Lenfestey
Partner
Adams, Howell, Sizemore & Lenfestey, P.A.


Laura V. Hudson
Director of Marketing and Business Development
Ward and Smith, P.A.


Camille Stell
Vice President of Client Services
Lawyers Mutual Liability Insurance Company of North Carolina

BREAKOUT TWO E

3:30 – 4:30 pm

The Best Source of New Work — Training Your Attorneys to Use Everyday Client Interactions and Informal Client Feedback to Develop More Business

Did you realize 80 percent of your firm's future profits will likely come from existing clients? Your attorneys are on the frontlines of driving this business development opportunity. But, BTI's latest research shows 86 percent of attorneys think their approach to business development is not aggressive enough to win new work from clients. The primary obstacle is not knowing how to talk to clients outside the context of current work in order to build ongoing business and cultivate bigger relationships. This interactive, train-the-trainer session will teach you how to get your partners comfortable talking shop with clients as a gateway to winning new work. You'll leave with an agenda and discussion guide to share with your attorneys.

Topics include:
- Five ways attorneys can develop business without having to "sell"
- How attorneys can adopt a comfortable communication style to transition from formal matter communications to informal conversations with clients
- Six questions attorneys should be asking about their client's business and how to use the answers to identify new opportunities
- How to lead a post-matter meeting and fill your business pipeline at the same time


Jennifer Dezso
Principal
The BTI Consulting Group

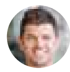
BREAKOUT THREE A

3:30 – 4:30 pm

The Client Engagement Revolution

At the most forward-thinking law firms, the focus is changing from marketing *to* clients or developing business *from* clients to engaging *with* clients to provide service in the way the clients want it. The result is increased revenue, client loyalty and branding. This session explains how to use your position to help your firm refocus and stand out from the crowd. You'll delve into case studies that show how firms and in-house teams are working together to redefine the attorney-client relationship. Plus, you'll learn how to seize these opportunities to redesign your career path.

Topics include:
- How the attorney-client relationship is changing
- What successful firms are doing to attack opportunities, and how to find those opportunities in your own firm
- How in-house teams are taking charge of their spend, and the growing role of legal operations professionals
- How to position yourself inside your organization to help drive change — or build opportunities elsewhere
- Five specific things you should do Monday morning to change the arc of your career


Andy Peterson
Co-founder
Design Build Legal

4:30 – 5:00 pm

Conference Wrap-Up

Concluding the 2018 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 2018 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 2019 LMA Annual Conference. Participants in this session will be entered into a raffle for a complimentary registration to the 2019 annual conference. The drawing will take place at the end of the session. You must be present to win.

5:00 pm

Conference Concludes

> *The LMA conference provides all who attend an opportunity to learn about cutting edge marketing techniques, hear about "what's next," network and listen to leaders in the industry. It's a privilege to attend this amazing event!*
>
> **Mary Hamilton,** Marketing Manager, **Rogers Towers**

Welcome to New Orleans — a city 300 years in the making!

The New Orleans and Baton Rouge Local Group welcomes you to New Orleans for the 2018 LMA Annual Conference. We are happy to share our wonderful, historic city with you during this exciting time as we celebrate the city's 300th anniversary.

While we hope you will gain knowledge and network with colleagues and friends while you are here, we also hope that you find some time to enjoy many of the attractions and sites that make New Orleans so unique and entertaining. In Louisiana, we use the word *lagniappe* to describe "something given as a bonus or extra gift." We hope that you will enjoy the lagniappe below with some of our favorite local must-do activities.

Preservation Hall

Enjoy live music in the French Quarter. This venue was founded in 1961 with the mission to preserve, perpetuate and protect traditional New Orleans Jazz.

New Orleans School of Cooking

Take some culinary skills from New Orleans back home with you with an authentic New Orleans cooking class.

Jackson Square

Visit the famous landmark in the heart of the French Quarter, adjacent to the Mississippi River, across from Café du Monde.

Café Du Monde

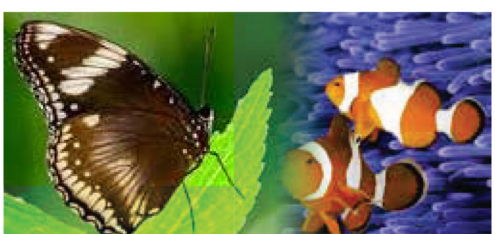
Established in 1862, this casual eatery is located on Jackson Square and is open 24 hours. Swing by and enjoy the world-famous coffee and beignets.

The National WWII Museum

This national treasure features immersive exhibits, multimedia experiences and a collection of artifacts and first-person oral histories telling the story of the war that changed the world.

The Ogden Museum of Southern Art

This local gem boasts the largest and most comprehensive collection of Southern art. The museum celebrates visual art and honors the Southern traditions of music, literature and culinary heritage. The rooftop terrace offers a stunning view of the city and the Crescent City Connection bridge that crosses the Mississippi River.



Audubon Aquarium and Insectarium

Explore the Insectarium, North America's largest museum devoted to insects and their relatives, and take a stroll through the wonderful Butterfly Garden. Swing by the neighboring facility, the Aquarium of the Americas, to immerse yourself in an underwater world to explore a Caribbean reef, penguins, Southern sea otters, sting rays, parakeets, sharks and more.

Mardi Gras World

Visit the hub of all things Mardi Gras and view floats being constructed, learn the history of Mardi Gras, see the costumes, meet the artists and enjoy some King Cake, a traditional Mardi Gras food.

NO Menu

With so many choices for dining in New Orleans, this website was created by a well-known food critic and is a great resource for dining in our culinary-focused city.

Conference Networking Opportunities

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, April 9 From 5:00 – 6:00 pm
First-Timers' Meet-Up

The First-Timers' Meet-Up welcomes 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, April 9 From 5:00 – 6:00 pm
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 professional and would like to learn more about becoming a member of the CMO SIG, you're welcome to attend.

Hosted by:

Acritas SHARPER INSIGHT

PPLC CONSULTING

Monday, April 9 From 5:00 – 6:00 pm
Exhibit Hall Sneak-Peak

This newly-added Sneak Peak is an opportunity for an early review of the exhibitors. Use the event app to pre-schedule one-on-one meetings with specific exhibitors of interest.

Monday, April 9 From 6:00 – 7:30 pm
Welcome Reception

Sponsored by: intapp

The exhibit hall opens in full force with the Welcome Reception. Join your colleagues and mingle with exhibitors while enjoying drinks and appetizers. The Welcome Reception is a fantastic opportunity to learn about the latest legal marketing products and services and to show support for the 2018 LMA Annual Conference sponsors and exhibitors.

Monday, April 9 From 7:30 – 8:30 pm
LMA Regional Receptions

Your time in New Orleans can also be an opportunity to connect and catch-up with your local legal marketing community.

Some LMA regions and local groups organize regional receptions during the annual conference. Check with your regional leadership to see what they might have planned.

Tuesday, April 10 From 12:30 – 1:45 pm
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**.

Tuesday, April 10 From 6:30 – 8:00 pm
Laissez les Bons Temps Rouler — Let the Good Times Roll!

Located in the heart of Champions Square, club XLIV (named to honor the victory by the New Orleans Saints in Super Bowl XLIV), is one of the city's premier lounges. We will be celebrating the unique culture of New Orleans with a jazz-infused networking reception. After a busy day of conference programming, unwind and network with your legal marketing community while enjoying local beverages and Creole cuisine.

Wednesday, April 11 From 10:45 – 11:30 am
Networking for Prizes Drawing

Networking for Prizes is a great opportunity to network with industry leaders and learn about the latest products and services for legal marketers. Play along during the course of the conference for a chance to win some great prizes from our sponsors and exhibitors.

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ALM
ALHI – Associated Luxury Hotels International
All-State Legal
A.M. Best
ACC – Association of Corporate Counsel
Bloomberg Law
Bureau van Dijk – A Moody's Analytics Company
Chambers and Partners
Clear View Social
ClientsFirst Consulting
Clockwork Design Group, inc
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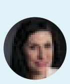
ContactEase – CRM Made Easy
DekeDigital – Expert Media
edynamic – Vision Delivered
enable
Fellsoft
fliplet – apps made easy
Foundation Software Group
greenfield belser – A Finn Partners Company
gwabbit
Handshake Software
IBISWorld – Where Knowledge is Power
IntraWorlds – Stronger Relations
introhive
Law360
Leaders League group
Legal 360 – 360 Vertical Solutions
The Legal 500 series
Legal Media Group – Euromoney
Lexology
LexTrack – Manage your surveys & rankings. Easy.
The LGBT Bar
manzama – Listen > Analyze > Act
Mergermarket – An Acuris company
ON24
PaperStreet – web. marketing. content.
prosperoware
SATURNO®
Siteimprove – Web Governance made easy
Soundpath Legal – a PGi company
The Firm Directory – Neudesic
versys IntelliPad CRM
voxgov™

Become a Sponsor or Exhibitor

To learn more about becoming a member of the 2018 annual conference sponsorship faculty, please contact:



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

Exhibit Hall Hours

Monday, April 9
5:00 – 7:30 pm

Tuesday, April 10
7:30 am – 5:30 pm

Wednesday, April 11
7:30 am – 12:00 pm

"We use our sponsorship to re-engage with existing clients and generate new business opportunities....Every year our presence generates an ROI of six to eight times our investment."

Bob Silvy, SVP – Local Ad Revenue
American City Business Journals

Event Partners

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 April 9, 2018.

Pre-Conference Registrations Include

- 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 e-mail to customerservice@LMAconference.com according to the following schedule:

Before February 16, 2018: Full refund

February 16 – March 9, 2018: Full refund, less a $200 handling fee

After March 9, 2018: 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 member status. Please e-mail customerservice@LMAconference.com no later than March 9, 2018.

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.

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 2018 LMA Annual Conference and registration procedures, please contact us at 1-877-562-7172 or email LMA2018@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

CONFERENCE ONLY	Early Bird Offer SAVE $200 Register by January 5, 2018	SAVE $100 Register by March 2, 2018	Register After March 2, 2018
☐ LMA Member	$1295	$1395	$1495
☐ All Others	$1795	$1895	$1995

Early bird registration deadline is January 5, 2018. All paid registrations received on or before January 5, 2018 are eligible for early bird rates.

PRE-CONFERENCE PROGRAMS | Monday, April 9, 2018	
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
Rise of the Legal Marketing Technologist	
☐ LMA Member	$495
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Generative Leadership: Authenticity, Awareness and Conversation as Powerful Tools in a Complex Environment	
☐ LMA Member	$695
☐ All Others	$795
Become a Great Coach Workshop	
☐ LMA Member	$295
☐ All Others	$395

ADDITIONAL TICKET — LAISSEZ LES BONS TEMPS ROULER	
☐ Extra Tickets - Spouse/Guest	$125

CONFERENCE RECORDINGS (ADD-ON)	
☐ Participants	$95

**To ensure LMA provides the best learning experience possible, the conference recordings will include video-recorded content, which features video, audio and synced presentations. This content does not include recordings of the pre-conference sessions. Pre-purchase the conference recordings package at a nominal fee. This fee will increase on April 12, 2018. Please email membersupport@legalmarketing.org with questions and customerservice@LMAconference.com to order the recordings.*

Group Booking Discounts

A group of four (4) attendees booking together as a group receive a 5% discount on the total registration price.*

A group of five (5) or more attendees booking together as a group receive a 10% discount on the total registration price.*

- All attendees 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 main conference fee only.

Call the dedicated registration line today at 1-877-562-7172.

Payment

☐ Please invoice me

Please include a business card when sending check payments.

☐ I have enclosed my check for $____________ made payable to American Conference Institute, 45 West 25th Street, 11th Floor, New York, NY 10010 (T.I.N.—98-0116207).

☐ ACH Payment ($USD)

Please quote the name of the attendee(s) and the conference code 810L18 as a reference.

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Bank Name: HSBC USA
Address: 800 6th Avenue, New York, NY 10001
Account Name: American Conference Institute
UPIC Routing and Transit Number: 021-05205-3
UPIC Account Number: 74952405

Non-U.S. residents, please contact customer service for wire payment information.

Hotel Reservations

LMA is offering a limited number of hotel rooms at a preferential rate.

Book Online: **www.LMAconference.com/Hotel**
Call: **1-888-421-1442**
Reference: **2018 LMA Annual Conference**

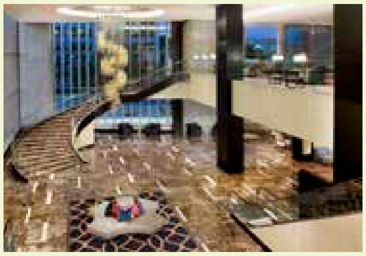
LMA Preferential Hotel Rates

Standard room: $239.00 (+ taxes & occupancy fees)
Hotel rate deadline: March 16, 2018 or until block sells out

Please reference **2018 LMA Annual Conference** to receive the preferential rate. For direct guest assistance, contact the Hyatt Regency New Orleans at 1-888-421-1442.

Venue Information

Hyatt Regency | 601 Loyola Ave, New Orleans, LA 70113 | (504) 561-1234



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