LEGAL MARKETING ASSOCIATION
ANNUAL CONFERENCE

OCTOBER 16-18, 2020
GAYLORD ROCKIES RESORT & CONVENTION CENTER
DENVER, COLORADO
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Thank You to the 2020 LMA Annual Conference Advisory Committee

Co-Chairs

Kristen Bateman Leis
Chief Marketing and Business Development Officer
Parker Poe LLP

Jonathan Mattson
Director of Business Development
BakerHostetler LLP

Committee Members

Astrid Altmann Forbes
Head of Strategy Business Development and Marketing
Linklaters LLP

Patrick Fuller
Vice President, Legal
ALM

Danielle Holland
Executive Director
Legal Marketing Association

Jill Huse
Partner
Society 54, LLC

Jessica Jaramillo
Marketing Director
Ireland Stapleton Pryor & Pascoe, PC

Diana Lauritson
Senior Manager, Business Development
Foley & Lardner LLP

Adrian Lurssen
Co-founder and Vice President of Strategic Development
JD Supra

Kerry Price
Chief Strategy Officer
Bass, Berry & Sims PLC
On behalf of the Legal Marketing Association and the 2020 Annual Conference Advisory Committee, we invite you to join us in Denver on October 16–18, 2020, to participate in the industry's most anticipated event.

At an elevation of exactly 5,280 feet above sea level, the Mile High City has a lot to offer. Pure, fresh mountain air and crystal-clear blue skies provide the perfect backdrop for a confluence of 1,500 legal marketing and business development professionals from around the globe. At the brand new Gaylord Rockies Resort & Convention Center, you’ll be immersed in three days of in-depth programming, including 40 conference breakout sessions.

What can you expect? Simply put: elevated content in an accelerated format. Sessions will be authentic (no recycled programming!), inspirational (not overwhelming!), interactive (no talking heads!) and unexpected (did we mention elevated content?).

Aligned with LMA’s Body of Knowledge (BoK) domains, the 2020 agenda features topics such as:

- **Business Development**: Building a Coaching Program That Your Attorneys Will Love; Chief Marketing and Business Development Officers as Change Agents; Client-Focused Collaboration: Elevating the Role of Business Development; Competitive Intelligence: A How-To Guide; Pitch Perfect: Legal Sales; Strategic Account Management and Client-Facing Business Development

- **Business of Law**: Aligning Marketing and Business Development Priorities With Partner Compensation...and Vice Versa; Beyond the Billing Rate: Law Firm Economics; Big Four Strategies; Legal Operations; Three Decades of AmLaw 100 Profit Margins: Shapes, Falls and Rises

- **Client Services**: Addressing D&I from All Perspectives (Including the Client's Perspective); Engineering Growth: Achieving Next-Level Business Development Through Integrated Client-Centric Tools; LMA’s Next Big Thing: Service Metamorphosis 2.0—What Clients Want; How to Create an Ideal Client Mix to Avoid Non-Billable Burnout

- **Communications**: Law Firm Brand Design: A Case Study; Interactive Session/Game: Can You Solve Your Next Law Firm Crisis?; How Data Drives the Intersecting Worlds of Public Relations and Business Development; The Power of Podcasting

- **Marketing Management and Leadership**: How to Mitigate Stress and Make it Work for You; Fastest Growing Law Firms Management Strategies; Pathways to Leadership: The Convergence of Service and Career Leadership

- **Technology Management**: CRM Clinic; Plaintiff Firm Deep Dive: Gain More Clients Through Strategic Digital Marketing; Inclusive Client Experience Programs

What is unexpected? This year’s focus on wellness. Early morning exercise classes and mental wellness discussions will be infused throughout this year’s conference, keeping attendees’ well-being in mind.

Speaking of wellness, we are big believers in the power of laughter. Your co-chairs have a few tricks up their sleeves, but what we are most excited about is our Keynote Speaker.

What do The Onion, The Daily Show, The New York Times Best Seller “How to Be Black” and a special skill for working with skeptical teammates have in common? Baratunde Thurston—our Keynote Speaker! You won’t want to miss Baratunde’s insight on getting things done using authenticity, inspiration and sheer willpower.

Please join us and take advantage of the opportunity to expand your knowledge, connect with peers and explore new products and services. This is one conference you won’t want to miss.

Kristen Bateman Leis  
*Chief Marketing and Business Development Officer*  
Parker Poe LLP

Jonathan Mattson  
*Director of Business Development*  
Baker & Hostetler LLP
Agenda at a Glance

Pre-Conference Programs | Friday, October 16

8:00 a.m.  Registration and Breakfast
8:45 a.m.–9:00 a.m.  Registration at the Exhibit Hall

Concurrent Breakout Sessions

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<td>Why Brand Still Matters in the Age of Automation</td>
<td>Why Your Analytics Land With a Thud</td>
<td>COLAP Presents: How to Mitigate Stress and Make It Work for You</td>
<td>The Impact of Sustained Diversity in Legal, Private Industry and Beyond</td>
<td>Networking Lunch with Shared Interest Group (SIG) Meetings</td>
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Networking Opportunities | Friday, October 16

4:00 p.m.–5:00 p.m.  CMOSIG Reception
4:45 p.m.–5:00 p.m.  Conference Mentoring Program Meet-Up
5:00 p.m.–6:00 p.m.  First-Timers’ Reception
6:00 p.m.–7:30 p.m.  Exhibit Hall Sneak Peek
7:30 p.m.–8:30 p.m.  LMA Regional Receptions

Conference Day One | Saturday, October 17

6:30 a.m.–7:30 a.m.  Yoga for Elevation
7:30 a.m.  Registration Opens
7:30 a.m.–8:30 a.m.  Breakfast in the Exhibit Hall
8:00 a.m.  General Session Doors Open
Agenda at a Glance

Conference Day Two | Sunday, October 18

7:30 a.m. | Registration Opens
7:30 a.m.-9:00 a.m. | Day Two Welcome and Association Updates
8:15 a.m. | General Session Doors Open
8:30 a.m. | Day Two Welcome and Association Updates

Concurrent Breakout Sessions

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<td>Gotta Catch ‘Em All: Developing an Inclusive Client Experience Program</td>
<td>Interactive Session/ Game: Can You Solve Your Next Law Firm Crisis? Part Two</td>
<td>Turning Busy Lawyers Into Recognized Thought Leaders</td>
<td>Plaintiff Firms: Gain More Clients Through Strategic Digital Marketing</td>
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Incorporate the Exhibit Hall Into Your Conference Schedule

**Make the time; you won’t regret it!** The Exhibit Hall is an integral and dynamic part of the LMA Annual Conference, connecting you with companies offering the latest in legal marketing products and services and featuring cutting-edge technology.

It is an exceptional, all-encompassing opportunity for attendees to find solutions and for exhibitors to reach legal marketing and business development professionals. You will learn from the many marketing experts working with your peers throughout the industry. It is also an excellent base during the conference—a place to meet colleagues before the next set of events.

“[I attend] to stay up-to-date with latest trends and technology specific to law firms—the Exhibit Hall is critical to that.”

Cheryl Hanley, Director of Marketing and Business Development, Frantz Ward LLP, 2018

“It’s a great opportunity to network with peers and evaluate vendor opportunities.”

Alison Janzen, Director of Marketing and Business Development, Torkin Manes LLP, 2019

**Breakout Session Key**

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

- **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** consists 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.

**Spark Talks**

*New this year!* We’re kick-starting these breakout sessions with a five minute Spark Talk to energize you and get you in the zone for learning!

Join the Conversation

@LMAintl  #LMA20

Legal Marketing Association
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<tr>
<th>Name</th>
<th>Title/Role</th>
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<tbody>
<tr>
<td>Amanda M. Bruno</td>
<td>Chief Business Development Officer</td>
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<td>Morgan, Lewis &amp; Bockius LLP</td>
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<td>Lavinia Calvert</td>
<td>Senior Director of Marketing</td>
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<td>April L. Campbell</td>
<td>Interim Executive Director</td>
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<td>Association of Legal Administrators (ALA)</td>
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<td>JeanMarie Campbell</td>
<td>Head of Client Development, North America</td>
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<td>Jeena Cho</td>
<td>Attorney</td>
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<td>Deidre Christin</td>
<td>Chief Marketing Officer</td>
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<td>Timothy B. Corcoran</td>
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<td>Katy Corrigan</td>
<td>Director of Marketing</td>
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<td>Silvia L. Coulter</td>
<td>Principal</td>
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<td>Ezra M. Crawford</td>
<td>Senior Director, Practice Group Business Development &amp; Management</td>
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<td>Darrel Cross</td>
<td>Practice Group Leader, Professional Service Firm</td>
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<td>Elena Cutri</td>
<td>Director of Education Services, Software Solutions</td>
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<td>Beth Cuzzzone</td>
<td>Chief Business Growth Officer</td>
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<td>Sherri L. Dahl</td>
<td>Vice President, General Counsel</td>
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<td>Jenna E. Darling</td>
<td>Communications Project Manager</td>
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<td>Brandon Dingae</td>
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<td>Alicia Disantis</td>
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<td>Internet Marketing Director</td>
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<td>R. Stanton Dodge</td>
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<td>Chief Marketing Officer</td>
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<td>Lia J. Dorsey</td>
<td>US Diversity and Inclusion Director</td>
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<td>Tom Downey</td>
<td>Director</td>
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<td>Ireland Stapleton Pryor &amp; Pascoe, PC</td>
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<td>Katherine V. D’Urso</td>
<td>Chief Client Development Officer</td>
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<td>Charles Edwards</td>
<td>Media Coach / Crisis Advisor</td>
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<td>Marketing and Communications Manager</td>
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<td>Marketing Coordinator</td>
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<td>Simon Elven</td>
<td>Commercial and Marketing Director</td>
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<td>Marisa Facciolto</td>
<td>Regional Director of Relationship Strategy</td>
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<td>Brian Fanning</td>
<td>Director of Practice Economics</td>
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<td>Eric Farone</td>
<td>Co-Owner and Lead Instructor</td>
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<tr>
<td>Ali Ferro</td>
<td>Business Development Manager</td>
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<td>Baker, Donelson, Bearman, Caldwell &amp; Berkowitz, PC</td>
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<td>Jonathan Fitzgarrald</td>
<td>Managing Partner</td>
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<td>Pamela Foster</td>
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<td>Amy Fowler</td>
<td>Chief Marketing Officer</td>
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<td>Jamie Francis</td>
<td>Partner</td>
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<td>Womble Bond Dickinson (US)</td>
<td>LLP, GCSolutions</td>
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<td>Christina Fritsch</td>
<td>Founder and CRM Success Consultant</td>
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<td>Matthew Fuller</td>
<td>Head of Business Development, Americas and EMEA</td>
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<td>Sheenika S. Gandhi</td>
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<td>Lezlie A. Griffin</td>
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<td>Dean C. Heizer</td>
<td>Executive Director and Chief Legal Strategist</td>
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Join the Conversation

Explore Denver With Your #LMA20 Peers!

Welcome to Denver, where 300 days of sunshine, a thriving arts and culture scene, diverse neighborhoods, urban adventure and natural beauty create the world’s best meeting destination.

We’ve scouted the best attractions from our very own local insiders, visit www.LMAconference.com/exploreDenver for details.

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

Conference Speakers

Aja S. Hendrix
Marketing Technology Manager
Pillsbury Winthrop Shaw Pittman LLP
Stephanie Hinrichs
Senior Director of Sales
Womble Bond Dickinson (US) LLP
Aileen Hirsch
Manager, Practice Group Leader
Crowell & Moring LLP
Tea Hoffmann
Managing Principal
Law Strategy Corp
Marc T. Hollander
Director of Client Relations
Whitfield & Eddy, PLC
Kevin Iredell
Chief Marketing Officer
Lowenstein Sandler
Carrie Johnson
Director of Product Marketing, InterAction
LexisNexis
Iris J. Jones
Chief Business Development and Marketing Officer
McNees Wallace & Nurick LLC
Trina Joyce
Marketing Technology Lead, Clients and Markets
McCarthy Tétrault
Christine (CJ) Juhasz
Assistant Vice President Law Strategy and Operations
MassMutual
Laura Kaminsky
Senior Business Development and Marketing Manager
BakerHostetler LLP
Despina Kartson
Global Director of Business Development and Communications
Jones Day
Rob Kates
Executive Producer
Kates Media LLC
Lyne Kilgore
Competitive Intelligence Manager
Pillsbury Winthrop Shaw Pittman LLP
Amy Kinger
Outreach & Volunteer Manager
Colorado Lawyer Assistance Program
Connor Kinnear
Chief Marketing Officer
Passle
Jennifer Klyse
Owner and Principal
Klyse Advisory Group LLC
Laura Kopen
Research Analyst
Neal, Gerber & Eisenberg LLP
Susan Kostal
Legal Marketing and Content Strategist
Mary Kayeคะ
Director of Business Development and Marketing
Porter Hedges LLP
Peter Lane Secor
Senior Pricing Manager
Ropes & Gray LLP
Helena M. Lawrence
Marketing Business Development
Orick Herrington & Sutcliffe LLP
Kimberly Leach Johnson, Esq.
Firm Chair
Quarles & Brady LLP
Terra M. Liddell
Chief Marketing Officer
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
Jacqueline Madarang
Associate Director of Marketing Technology
Blank Rome LLP
Denise Maes
Owner and Instructor
Apixii – Applied Improvisation
Ben Magnuson
Senior Data Strategist
One North
Carl Manning
Enterprise CRM Systems Manager
Baker Botts LLP
Jennifer Manton
Chief Marketing and Business Development Officer
Kramer Levin Naftalis & Frankel LLP
Jessica J. Mazzeo
Co-Founder and Chief Operating Officer
Griesing Law, LLC
David McClune
Chief Marketing Officer
Hogan Lovell
Heather McCullough
Partner
Society 54
Samantha McKenna
Founder
#samalesConsulting
R. Bruce McLean
Partner
Zeughauser Group
Heather McMichael
Media Relations Manager
Shook, Hardy & Bacon LLP
Deborah McMurray
Founder, CEO and Strategy Architect
Content Pilot LLC
Michael J. Mellor
Director of Marketing and Business Development
Pryor Cashman LLP
Lauren Meyer
Executive Producer/Director
The Other Boys of Summer/Tumbleweed Productions
Michael Milazzo
Director of Strategic Pricing
Kelley Dye & Warren
Brad Miller
Director of Technology
Innovation and Research
Blank Rome LLP
Amy Norris
Managing Director, Corporate
Bass, Berry & Sims PLC
Kathy O’Brien
Executive Vice President
Rubenstein
Rhonda Oliver
Account Manager
Onit
Zach Olsen
President
Infinite Global
Linda Orton
Chief Marketing Officer
Alvarez & Marsal Holdings, LLC
Megan Paquin
Vice President
Poston Communications
Matt Parfitt
President
Vuture U.S.
Paul S. Pearlman
Counsel,
Managing Partner Emeritus
Kramer Levin Naftalis & Frankel LLP
Susan Peters
President
Greybridge PR
Ken Pfeiffer
Global Director of Delivery
CM Group
Kristin Piccirillo Martin
Marketing Director
Aldvia
David M. Popp
Director of Business Development,
Marketing and Client Services
Keating Muething & Klekamp
Chris Postizzi
Director, Marketing and Communications
WilmerHale

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

Conference Speakers

Aja S. Hendrix
Marketing Technology Manager
Pillsbury Winthrop Shaw Pittman LLP
Stephanie Hinrichs
Senior Director of Sales
Womble Bond Dickinson (US) LLP
Aileen Hirsch
Manager, Practice Group Leader
Crowell & Moring LLP
Tea Hoffmann
Managing Principal
Law Strategy Corp
Marc T. Hollander
Director of Client Relations
Whitfield & Eddy, PLC
Kevin Iredell
Chief Marketing Officer
Lowenstein Sandler
Carrie Johnson
Director of Product Marketing, InterAction
LexisNexis
Iris J. Jones
Chief Business Development and Marketing Officer
McNees Wallace & Nurick LLC
Trina Joyce
Marketing Technology Lead, Clients and Markets
McCarthy Tétrault
Christine (CJ) Juhasz
Assistant Vice President Law Strategy and Operations
MassMutual
Laura Kaminsky
Senior Business Development and Marketing Manager
BakerHostetler LLP
Despina Kartson
Global Director of Business Development and Communications
Jones Day
Rob Kates
Executive Producer
Kates Media LLC
Lyne Kilgore
Competitive Intelligence Manager
Pillsbury Winthrop Shaw Pittman LLP
Amy Kinger
Outreach & Volunteer Manager
Colorado Lawyer Assistance Program
Connor Kinnear
Chief Marketing Officer
Passle
Jennifer Klyse
Owner and Principal
Klyse Advisory Group LLC
Laura Kopen
Research Analyst
Neal, Gerber & Eisenberg LLP
Susan Kostal
Legal Marketing and Content Strategist
Mary Kayeคะ
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Keating Muething & Klekamp
Chris Postizzi
Director, Marketing and Communications
WilmerHale
Conference Speakers

Dave Poston, Esq, CEO Poston Communications
Sally Schmidt, President Schmidt Marketing, Inc.

Gillian M. Power, Chief Information Officer Lathrop & Gage LLP
Rich Sedory, General Counsel, Senior Vice President and Secretary Wastequip, LLC

Timothy E. Powers, Managing Partner Haynes and Boone LLP
Elonide Semmes, President Right Hat

Mohib Qidwai, Marketing Manager DLA Piper
Adam Severson, Chief Marketing and Business Development Officer Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

Anne Reavis, CRM Consultant Wilson Allen
Dawn V. Sheiker, Director of Client Relations Morris James LLP

Brook Redmond, Director of Business Development Baker, Donelson, Bearman, Caldwell & Berkowitz, PC
Rachel Shields Williams, Senior Manager, Experience Management Sidley Austin LLP

Tanya Riggan, Director of Business Development and Marketing Koley Jessen P.C., L.L.O.
Bob Silvy, Senior Vice President – Local Advertising Revenue American City Business Journals

Caren Rodriguez, Chief Marketing Officer DMJ & Co., PLLC
Lisa Simon, Chief Marketing and Business Development Officer Lewis Roca Rothgerber Christie LLP

Gina F. Rubel, Esq, Founder and Chief Executive Officer Furia Rubel Communications, Inc.
Jennifer Simpson Carr, Director of Business Development Furia Rubel Communications

Mike Russell, Lean Leader-Legal Operations Trane Technologies
Sheniece J. Smith, Vice President and General Counsel Hannibal Regional Healthcare System

Erin E. Ryan, Senior Business Development Manager McGuire Woods
Don Snyder, Business Development McClatchy

Rob Saccone, Partner Nexlaw Partners LLC
Barry Solomon, Executive Vice President Foundation Software

Michael Sacks, Professor in the Practice of Organization and Management, and Vice Provost for Emory University Strategies Emory University
Madhav Srinivasan, Chief Financial Officer Hunton Andrews Kurth

Jenna K. Schiappacasse, Director of Client Development Rosenberg Martin Greenberg, LLP
Traci Stuart, President Blattel Communications

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

Add the #LMA20 Demos to Your Schedule

Plan to participate in live demonstrations in the Exhibit Hall during refreshment breaks at the conference. These interactive demos include educational content and highlight how a product/service is benefiting the industry—and can benefit you, too!
In a constantly shifting, competitive and high-stakes legal landscape, the need for CMOs to completely understand the firm ecosystem and business objectives has never been greater. This interactive program will focus on the increasing importance of the role and how CMOs/CBDOs can effectively collaborate to increase their stock and add value throughout the partnership.

**CMO Summit**

Friday, October 16
Pre-Conference Program

Join the Conversation

8:00 a.m.  
Registration and Breakfast

Breakfast Sponsored by:  
InterAction

8:45 a.m.  
Co-Chair Welcome

Suzanne Donnels
Chief Marketing Officer
Jenner & Block LLP

9:00 a.m.–10:00 a.m.  
Masterclass 1: Beyond Profitability—
the Shifting Role of Pricing Professionals

The role of a law firm pricing professional continues to accelerate and merge into that of a true revenue generator who utilizes data analytics and anecdotal evidence to extend client footprints and aid in developing sales strategies. Join this session to explore current mandates, definitions of success, and the future of law firm pricing models and client appetites in a constantly changing environment. You’ll leave with ready-to-use tools, including best practices for “reciprocal asks” during contract negotiations, tactics for increasing use (and inherent hurdles) of secondments and tips for collaborating with clients to deliver value.

Jenny L. Brown, ALPP
Senior Manager of Strategic Pricing
Husch Blackwell LLP

Mike Milazzo
Director of Strategic Pricing
Kelley Drye & Warren LLP

Brian Fanning
Director of Practice Economics
Davis Wright Tremaine LLP

10:00 a.m.–11:00 a.m.  
Masterclass 2: Building a Scalable Sales Culture in a Law Firm

The word “sales” is no longer taboo. Law firms are now spending considerable resources on salespeople and training on teaching attorneys to fish more successfully. Join this discussion of sales philosophies, how they can come to fruition in a professional services/partnership setting and what CMOs and their marketing departments can do to help build a culture of origination across the partnership. This interactive session will include exercises to help you translate sales theory into practice. You’ll leave with both short and long-term tactics for accelerating the change management that is critical in developing a culture of sales.

Jeff Antaya
Chief Marketing Officer
Plant & Moran, PLLC

Frank Trope
Consulting Partner
Miller Heiman Group
(a division of Korn Ferry)

Ellen M. Gregg
Partner
Womble Bond Dickinson (US) LLP

11:00 a.m.–11:15 a.m.  
Networking Break

Attendance to the CMO Summit is open to qualified applicants, including in-house CMOs and first chair marketing and business development directors. To ensure 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 accepted on a first-come, first-served basis.

11:15 a.m.–12:15 p.m.  
Masterclass 3: Building, Inspiring and Retaining High-Performing Teams That Click

Teams that “click” always have a leader who creates the environment and establishes the operating principles and values conducive to high performance. Here you’ll learn how to become that leader. Learn how to communicate and envisage the future before dealing with the present and identify behaviors consistently demonstrated by high-impact leaders. This session will also address how to define clear goals or a vision of the future aligned with the big picture, create blueprints for action to achieve those goals, use language to build trust, encourage forward thinking and create energy within the team and get the right people involved.

Jenny L. Brown, ALPP
Senior Manager of Strategic Pricing
Husch Blackwell LLP

Mike Milazzo
Director of Strategic Pricing
Kelley Drye & Warren LLP

Katherine V. D’Urso
Chief Client Development Officer
Wilmer Cutler Pickering Hale and Dorr LLP

Jan Anne Dubin
Chief Executive Officer and Founder
Jan Anne Dubin Consulting

12:15 p.m.–1:15 p.m.  
Networking Lunch

Lunch Sponsored by:

InterAction

1:15 p.m.–2:45 p.m.  
Masterclass 4: Design Thinking the Harvard Way

Law firms are facing unprecedented demands from clients to innovate the legal solutions they provide and how they provide them. In this session, you’ll learn how to engage stakeholders in the design thinking process to expedite consensus, build momentum and produce better solutions. See a simulation of teams using brainstorming, innovation, expatation and other techniques to generate solutions. Explore disruption and innovation facing the global legal profession, motivational forces that drive professionals within law firms and the psychology of motivation and influence and how to leverage it for positive impact.

Scott A. Westfahl
Professor of Practice and Faculty Director, Harvard Law School Executive Education
Harvard Law School

2:45 p.m.–3:00 p.m.  
Networking Break

3:00 p.m.–4:00 p.m.  
Inside the Firm Chair’s Brain

The type of “seat at the table” a legal marketing professional has and their influence and input into the firm’s policies, processes, strategy and leadership can greatly vary. In addition, your role can change dramatically with a switch in firm leadership, or a power shift, merger or acquisition. Learn how to get a seat at the table and stay there, negotiate your salary and that of your team, navigate a leadership change, survive a merger and plan your next move if you don’t survive. Come get answers to those questions you were just too afraid to ask.

R. Bruce McLean
Partner
Zeughauser Group

Richard B. Benenson
Managing Partner
Brownstein Hyatt Farber Schreck, LLP

Kimberly Leach Johnson, Esq.
Firm Chair
Quarles & Brady LLP

Paul S. Pearlman
Counsel
Managing Partner Emeritus
Kramer Levin Naftalis & Frankel LLP

4:00 p.m.  
Program Conclusion

4:00 p.m.–5:00 p.m.  
CMO SIG Networking Reception

See page 24 for details.
This comprehensive program focuses on the key marketing and business development issues you face every day. You’ll hear no-nonsense advice that will challenge you and teach practical tools and skills that you can apply immediately.

- **Automate tasks**
- **Use the 80/20 rule**
- **Track long-term projects and deadlines**
- **Trim the fat**
- **Delegate**
- **Take breaks**

### Friday, October 16

#### Pre-Conference Program

**LMA QuickStart® LIVE!—Legal Marketing Essentials**

Are you a marketer with less than five years of experience working at a law firm? Would you like to refresh your knowledge of the core competencies and best practices of legal marketing? If so, the LMA QuickStart® LIVE! program is for you.

**8:00 a.m. Registration and Breakfast**

**8:45 a.m. Co-Chairs’ Opening Remarks**

Miki Hanlen
Senior Director, Marketing and Client Engagement
Steptoe & Johnson LLP

Brook Redmond
Director of Business Development
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

**9:00 a.m. Playing to Win: Tips to Ensure the Deck is Stacked in Your Favor**

Law firms and card games are kindred spirits. The elements of strategy, risk, timing and reward are all cards you can play to win—and winning leads to career satisfaction in legal marketing. But, if you’re going to play the game, you’ve got to learn to play it right.

**You’ll learn how to:**
- Successfully navigate your firm’s political landscape
- Identify and persuade centers of influence at all levels of the firm
- Demonstrate your value and worth as a member of the department/firm team
- Deal with tough, firm personalities (co-workers, supervisors, attorneys)
- Invest in yourself through professional development

**Co-Chairs’ Opening Remarks**

Jonathan Fitzgerald
Managing Partner
Equinox Strategy Partners

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

**9:50 a.m. The Business of Law: How a Better Understanding of Law Firm Financials and Operations Gives You an Edge**

In this session, you’ll approach law firm financials and operations from a place of discovery. Explore why partner compensation, firm budgets and profit goals matter to law firm marketers and why what you do is so important to your attorneys. Take a journey through law firm operations from the perspective of the firm marketer, paying special attention to change, vendor and knowledge management.

**You’ll learn how to:**
- Make sense of how partner compensation is structured and why that matters
- Implement key financial metrics that all law firm marketers need
- Use marketing skills to persuade lawyers to make operational changes
- Identify key areas of influence in law firm operations
- Understand the disparities between the “business” of law and the “practice” of law

**9:50 a.m. The Business of Law: How a Better Understanding of Law Firm Financials and Operations Gives You an Edge**

**10:45 a.m. Networking and Refreshment Break**

**11:00 a.m. Making Movements: Navigating Your Career Path and Professional Development in Legal Marketing**

In this “podcast-style” conversation, you’ll gain guidance, strategies and lessons learned for navigating your path in legal marketing. Hear discussions of common scenarios, including moving from a small firm to a big firm, seeking a title change or moving within your firm, moving to another firm in order to move up, maintaining enthusiasm and preventing burnout in your current role.

**You’ll learn how to:**
- Acquire the qualities and attributes that can set you up for success in each scenario
- Identify do’s and don’ts in each scenario
- Ask yourself the key questions when determining your next step
- Position yourself in your resume and cover letter
- Stay engaged in a role that makes you happy
- Take advantage of resources, content and best practices for professional development

**11:00 a.m. Making Movements: Navigating Your Career Path and Professional Development in Legal Marketing**

**11:45 a.m. Networking and Refreshment Break**

**12:00 p.m. Power Through Numbers: Communicating the ROI of Common Marketing and Business Development Activities**

How do you get the most value out of common legal marketing and business development activities? This session will uncover the power of metrics and key performance indicators (KPIs) to set up a framework to communicate ROI successfully. This session will explore how you can back up (or dispel) every idea with facts and position yourself as a valued resource among lawyers, managers and directors.

**In this session, we’ll cover:**
- How to define ROI and KPIs (hint: it’s not just about billings)
- Unique ways to show ROI for common marketing and business development activities
- Best practices to report results and communicate with stakeholders
- Scenarios and timelines to give you a head start

**12:00 p.m. Power Through Numbers: Communicating the ROI of Common Marketing and Business Development Activities**

**1:30 p.m. Got Your Eye on the C-Suite? Effective Strategies to Build a Roadmap for Your Legal Marketing Career**

Hear leading CMOs in the legal industry candidly discuss pivotal moments and skills that accelerated their rise to leadership positions. You’ll learn how they maximize the potential and fulfillment of their teams, what it takes for team members to exceed their expectations and what a typical day looks like for a CMO (dispelling the myths).

**You’ll learn how to:**
- Create and maintain a solution oriented, in-the-moment approach to working with attorneys and law firm colleagues
- Ask pro-questions that define—and sometimes uncover—goals and quickly get to what’s most important
- Set and manage expectations and build and leverage boundaries
- Leverage key strategies to turn adversity into success

**1:30 p.m. Got Your Eye on the C-Suite? Effective Strategies to Build a Roadmap for Your Legal Marketing Career**

**2:30 p.m. Networking and Refreshment Break**

**2:45 p.m. Client Service: Delivering an Extraordinary Internal Client Experience**

In the legal industry, success is better attained when you serve your internal clients in a meaningful way. This hands-on, interactive session will explore how to provide great client service for internal clients: attorneys, professional peers and other partners within your law firm/company. The session will incorporate both training and roundtable brainstorming on the client service mindset—how to create it and implement it—for the benefit of your professional achievements and your employer.

**You’ll learn how to:**
- Acquire the qualities and attributes that can set you up for success in each scenario
- Identify do’s and don’ts in each scenario
- Ask yourself the key questions when determining your next step
- Position yourself in your resume and cover letter
- Stay engaged in a role that makes you happy
- Take advantage of resources, content and best practices for professional development

**2:45 p.m. Client Service: Delivering an Extraordinary Internal Client Experience**

**3:45 p.m. Roadmap for Your Legal Marketing Career**

This comprehensive program focuses on the key marketing and business development issues you face every day. You’ll hear no-nonsense advice that will challenge you and teach practical tools and skills that you can apply immediately.

- **Automate tasks**
- **Use the 80/20 rule**
- **Track long-term projects and deadlines**
- **Trim the fat**
- **Delegate**
- **Take breaks**

**During this LMA QuickStart® session, we’ll focus on simple tools and tricks to help you become more efficient and effective at work. Attendees will walk away with practical approaches for increasing their productivity, including how to:**

**3:45 p.m. Roadmap for Your Legal Marketing Career**

**4:35 p.m. Got Your Eye on the C-Suite? Effective Strategies to Build a Roadmap for Your Legal Marketing Career**

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

**4:35 p.m. Got Your Eye on the C-Suite? Effective Strategies to Build a Roadmap for Your Legal Marketing Career**

**5:00 p.m. Program Conclusion**
Discover the specific tools required to be a successful business development and marketing leader in a small to mid-sized law firm, when time, people and money are limited and stretched to capacity.

These 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. You'll examine a variety of business development and marketing topics and case studies and leave with a clear action plan for maximizing existing resources and tapping into new resources to exceed expectations.

8:00 a.m. Registration and Breakfast

8:45 a.m. Co-Chairs’ Opening Remarks
Jennifer Griffin Scotton
Director of Marketing and Business Development
Brooks Pierce LLP

Katy Corrigan
Director of Marketing
Langley & Banack Inc.

9:00 a.m. Budget Bingo: Everybody Wins Planning Strategies
Borrowing from the popular gambling game, Budget Bingo helps you maximize your business development budget with a set of fun strategies designed to help you create a more effective and accurate plan. You'll have fun and learn how to:

- Build a comprehensive budget while ensuring key strategic initiatives are included.
- Prioritize your activities and allocate resources accordingly.
- Ensure your budget aligns with your business development goals and objectives.

Tanya Riggan
Director of Business Development and Marketing
Koley Jessen P.C., L.L.O.

Marc T. Hollander
Director of Client Relations
Whitfield & Eddy, PLC

10:00 a.m. Client Targeting Programs: How to Overcome Random Acts of Business Development
Do you often vet random acts of business development at your firm? How many times have you received a local business journal article and a request to “see if we know anyone at this company”? Have your lawyers ever requested to sponsor an obscure conference, convinced it is their “target audience?” Managing these requests is cumbersome, reactive and falls far from our vision of being strategic advisors. Find out how to prioritize and turn these random acts of business development into focused, client-targeting exercises.

You’ll learn how to:

- Kick-start and execute a client targeting program to establish a control mechanism for random acts of business development.
- Get buy-in and engagement at all levels and roles.
- Identify potential targets through research tools and technology.
- Develop and deploy the “flywheel” effect for client/target outreach.
- Leverage best practices for sustaining a program for the long-run.

Amy Roeder Nortin
Managing Director, Corporate Bass, Berry & Sims PLC

10:45 a.m. Networking and Refreshment Break

11:00 a.m. PR that Drives BD: Leveraging PR to Walk Your Attorneys to New Business
We’ve all been in one-on-one conversations with attorneys who look to us for help in building a book of business. In this session, the panelists will arm you with strategies you can take back to your office and execute the next time you have an opportunity to coach a lawyer on business development planning. The session will feature case studies, discussion of best practices and a live group exercise in which you’ll build a PR-informed BD plan together.

You’ll learn how to:

- Engage your attorneys in a productive discussion about how effective PR can be to attract their best BD opportunities.
- Leverage social media as an effective BD development research tool.
- Follow an exploratory process to evaluate opportunities for walking your attorneys step-by-step closer to their prospective new clients.
- Help attorneys build a business development plan that is actionable and effective.

Sam Diederich
Director of Marketing and Business Development
Spencer Fane LLP

Burton Taylor
President
Preventus Consulting

12:15 p.m. Networking Lunch

1:15 p.m. Building Brand Impact in a Digital, Data-Driven World
When it comes to broadening your brand’s online exposure, the digital marketing world can be overwhelming. This session will break down the fundamentals, including website conversations, search optimization, AdWords campaigns, hashtags, online reviews, email marketing, social media and more. In addition, you’ll gain strategic guidance for leveraging your digital efforts. Join this session to explore the concept of “impact marketing” from a digital perspective—growing online engagement, reinforcing your firm’s marketing message and ultimately building a bigger brand impact.

You’ll learn how to:

- Understand the fundamentals of digital marketing—and which tactics will work best for you.
- Include all the core components in your digital marketing plan.
- Use practical tactics to take your digital marketing efforts to the next level.
- Set effective goals, track progress and showcase results.

Don Snyder
Business Development
 McClatchy

2:15 p.m. Cross Selling: Oh to Never Hear Those Words Again!
How many times have you heard that the easiest way to win new business is to cross sell? Everyone wants to cross sell, cross sell, cross sell, but very few are doing it effectively and it remains the Holy Grail to building business with your current clients. In this session, we will talk about trying and true approaches for expanding your business taken from a diverse set of non-legal industries. These approaches, when implemented will enable you to accelerate your business development and expand your share of legal spend at existing clients...so i guess cross sell?

You’ll learn how to:

- Get the ball rolling, to engage your attorneys, the right attorneys.
- Identify top opportunities, not every opportunity.
- Turn small wins into big wins.

David M. Popp
Director of Business Development, Marketing and Client Services
Keating Muething & Klekamp

3:15 p.m. Taming the Beast—Keeping Sponsorships Strategic
Sponsorship requests and charitable events can be all-consuming. How do you prioritize and, most importantly, how do you determine what commitments make the most strategic use of budget dollars?

The reality is, it is important to make thoughtful decisions about what to support and how to best leverage each opportunity. Being strategic allows firms to align sponsorship investments with firm-wide and professional marketing and growth goals. This session will address the sponsorship process from the first call (or email) to execution and will also include:

- Filling an approval process from interest to implementation.
- Moving from subjective to objective with criteria for evaluating requests.
- Ways sponsorships commitments can be optimized or leveraged.
- How to say “no” and “not now.”

Caren Rodriguez
Chief Marketing Officer
DMJ & Co., PLLC

4:45 p.m. Legal Directories: Tips and Tricks
Directory submissions—the never-ending process that every legal marketer can relate to. From start to finish, this session will provide tips and tricks to help you effectively manage each step in the submission process.

You’ll learn how to:

- Create an in-house process that works for your firm.
- Manage lawyers’ expectations for directory submissions.
- Leverage practical tactics for completing directory submissions.
- Use important steps you should be executing during research.
- Establish a relationship with directory editors and researchers.

Jenna E. Darling
Communications Project Manager
Michalsky Withrow Shaw Pittman LLP

Aileen Hinsch
Manager, Practice Group Leader
Crowell & Moring LLP

5:00 p.m. Program Conclusion

Join the Conversation
@LMAintl  #LMA20
Legal Marketing Association
Legal Marketing Association
Marketing technology is no longer something that’s nice to have. It is crucial to how we run our firms. It is constantly changing, bringing with it advancements that drive our strategy and process. Using it creatively and efficiently can set firms apart from one another. Using it poorly can set firms down an expensive path of problems and low adoption that can take years to course correct.

In a world where the competition for digital marketing mindshare has intensified, law firms can no longer rely on laissez faire email marketing. This program takes a deep dive into optimizing your email marketing campaigns. You’ll gain a better understanding of the key components, and problems, that legal marketers encounter while hearing directly from legal marketers and vendor partners. You will hear a variety of topics and tips and leave with a clear action plan for enhancing your email marketing campaign to exceed expectations.

Topics include:
- Unified data-driven digital experience
- Data integrity and quality
- Unengaged contacts
- Global privacy and data security laws
- Email delivery best practices
- Alternative email plans
- Evaluating email campaigns

### Co-Chairs’ Opening Remarks
8:45 a.m.
Nicole Goodwin
Manager, Business Development and Marketing Operations
Baker Botts LLP

Helena M. Lawrence
Marketing Business Development
 Orrick Herrington & Sutcliffe LLP

### Principles of a Data-Driven, Unified Digital Experience
9:00 a.m.
Introduction to the day. The balance between brand, process and cross-channel digital experience.
Matt Parfitt
President
Vuture U.S.

Kirsten Williams
CRM Manager
Alston & Bird LLP

### Data Integrity and Quality
9:30 a.m.
Your data is the lifeblood of your digital footprint and the most valuable information you control. Guard it, leverage it and make it more valuable by keeping it clean. This session will cover how to ensure data quality.

Kimberly P. Hafley
Director of Marketing and Recruitment
Foster Swift Collins & Smith PC

Carl Manning
Enterprise CRM Systems Manager
Baker Botts LLP

### 15 Minute Quick Tips
10:15 a.m.
2 to 3-minute tips in a mixed format. A mixed bag of short, useful pieces of information and how-to guides.

### Networking and Refreshment Break
10:30 a.m.

### Is It You or Me: Unengaged Contacts and Email Deliverability Best Practices
10:45 a.m.
There are countless factors that influence email deliverability. Unfortunately, understanding the precise reasons that cause your emails to go into spam can be a bit of a mystery. ISPs are secretive about the algorithms they use, simply because they don’t want real spammers to be able to bypass them. Often there is a combination of reasons why an email might go into a spam folder. Firm contacts may not be engaging with your email or—even worse—may block or unsubscribe from your firm’s email marketing. This session will cover strategies and approaches to dealing with this data from 4 different key perspectives in the chain leading to sending to the inbox.

Jaren Angerbauer
Postmaster, Deliverability and ISP Relations Manager
Proofpoint

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

Alex Brotman
Senior Engineer, Anti-Abuse and Messaging Policy
Comcast

Brandon Dingae
Vice President, Sales and Partnerships
250ok

Ken Pfeiffer
Global Director of Delivery
CMGroup

### Networking and Refreshment Break
11:00 a.m.

### 15 Minute Quick Tips
11:15 a.m.
2 to 3 minute tips in a mixed format. A mixed bag of short, useful pieces of information and how-to guides.

### How to Evaluate the Success of Your Campaigns
11:30 a.m.
Metrics and measuring success are crucial to improving your email program. Understanding if your campaign is working and what to change if it is not is crucial to improving your email program.

Lili Boev
Director of Client Success
Vuture

Chris Postizzi
Director, Marketing and Communications
WilmerHale

Jake Berschauer
Marketing Technology Manager
Venable LLP

### Networking and Refreshment Break
12:00 p.m.

### Option B: Alternative Email Plan
12:30 p.m.
Life happens! Despite the best laid plans and premium vendor selections life happens and email systems go down. This session will cover email backup plans and redundancy in the event your email system goes down.

Anne Reavis
CRM Consultant
Wilson Allen

### How to Evaluate the Success of Your Campaigns
1:30 p.m.
This session will discuss the main issues raised by the privacy and data security laws for law firms, and offer practical guidance on how to comply combined with real insight into what is happening in the market.

### Networking and Refreshment Break
2:00 p.m.

### 15 Minute Quick Tips
2:15 p.m.
2 to 3 minute tips in a mixed format. A mixed bag of short, useful pieces of information and how-to guides.

### Life happens! Despite the best laid plans and premium vendor selections life happens and email systems go down. This session will cover email backup plans and redundancy in the event your email system goes down.

Anne Reavis
CRM Consultant
Wilson Allen

### 15 Minute Quick Tips
3:00 p.m.
2 to 3 minute tips in a mixed format. A mixed bag of short, useful pieces of information and how-to guides.

### How to Evaluate the Success of Your Campaigns
3:30 p.m.
This session will cover how to measure the success of your email program.

Lili Boev
Director of Client Success
Vuture

Chris Postizzi
Director, Marketing and Communications
WilmerHale

Jake Berschauer
Marketing Technology Manager
Venable LLP

### Networking and Refreshment Break
4:00 p.m.

### 15 Minute Quick Tips
4:15 p.m.
2 to 3 minute tips in a mixed format. A mixed bag of short, useful pieces of information and how-to guides.

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

### Program Conclusion
5:00 p.m.
1:00 p.m. – 5:00 p.m.
Communication in Action: Educate, Innovate and Elevate

Every participant will leave this interactive program with executable ideas for successful communications strategies using the latest public relations, content marketing and technology tools.

8:45 a.m. – 5:00 p.m.
The Foundations of Selling

Years of flat demand industry-wide have made attracting new revenue challenging and competitive for all law firms. Firms must be far more proactive with business development—increasingly sophisticated buyers require increasingly sophisticated BD techniques. The time is now for firms to truly embrace the long-avoided word SALES. But, where to begin? Firms are not traditionally sales-focused, lawyers do not receive sales training in law school and many business development professionals have never received true sales training themselves, which leaves many feeling confused about how to be more proactive, yet alone effective.

This interactive session features two tenured sales experts who will take a deep dive into sales techniques, focusing on two main topics: how to net new clients and how to cross-sell or expand relationships. This will be done through the lens of two employees: the solo client-facing business development lead and the business development professional who coaches lawyers on how to sell.

You will learn foundational tactics for sales, including:
- Prospecting/lead generation
- Crafting effective outbound sales messaging
- Identifying cadences appropriate for reaching out to net new clients
- Probing/asking open-ended questions/active listening to uncover needs and motivations
- Advancing the sale/closing the business
- Capitalizing on existing relationships and building processes around cross-selling

We all have to sell whether our influence is internal in the form of advancing change or external in the form of generating new clients. This session is tailored to any level business professional who has ever wished they had more formal sales training or who wish to refresh their sales skills. The hacks and strategies that will be taught will be fresh and tangible for everyone.

Led by:
- Samantha McKenna
  Founder
  #samsalesConsulting
- Bob Silvy
  Senior Vice President – Local Advertising Revenue
  American City Business Journals

The Foundations of Selling
Join the Conversation @LMAintl #LMA20
Attendee Demographics

Who attended the 2019 LMA Annual Conference*

Network with 1,500+ of your peers from various firm sizes, marketing roles and levels of experience.

YOUR PEERS FROM 18 COUNTRIES

AND
42 OUT OF 50 U.S. STATES

ALL 8 LMA REGIONS IN ATTENDANCE

Law Firm Attendees by Job Function

- Marketing: 56%
- Business Development/Client Relationship: 24%
- Communications/PR: 5%
- Practice Manager/General Manager: 3%
- Operations/Administration/Management: 3%
- Brand/Digital/Intelligence: 2%
- Partner/Attorney: 2%
- Other: 5%

Attendees by Industry

- 63% Law Firms
- 13% Marketing & PR Firms
- 11% Legal & Professional Services
- 11% Other

Attendees by Firm Size**

- 26% 0-99
- 20% 100-249
- 11% 250-499
- 8% 500-999
- 35% 1000+

**by number of lawyers

*Final 2019 LMA Annual Conference Breakdown
Baratunde Thurston

New York Times bestselling author, Emmy-nominated host who has worked for The Onion, produced for The Daily Show and advised the Obama White House

Baratunde will share his insights for pushing projects to completion in the advancing legal marketplace and the lessons he learned while working with skeptical teammates. The key, he says, is to not confuse using tools with creativity.

About Baratunde:

Baratunde Thurston is a futurist comedian, author and cultural critic who helped re-launch “The Daily Show with Trevor Noah,” co-founded Cultivated Wit and the About Race podcast and wrote The New York Times bestseller “How To Be Black.” Baratunde is a highly sought-after public speaker, television personality and thought leader who has been part of noteworthy institutions such as Fast Company, TED, the MIT Media Lab, The Onion and the gentrification of Brooklyn, New York.

Baratunde has an uncanny ability to crack the shell of any uncomfortable topic through a personal, accessible and intelligent point of view.

His creative and inquisitive mind, forged by his mother’s lessons and polished by a philosophy degree from Harvard, have found expression in the pages of Fast Company, the screens of HBO, Comedy Central, CNN, MSNBC, BBC, the sound waves of NPR and roughly one bajillion podcasts, including Our National Conversation About Conversations About Race, which he co-founded. He has hosted shows and stories on NatGeo, Discovery’s Science Channel, Yahoo, AOL, YouTube, and Pivot TV. In 2016, he hosted a special three-part PBS series of TED Talks and earned a Daytime Emmy Award nomination for the Spotify/Mic series, Clarify.

The ACLU of Michigan honored Baratunde “for changing the political and social landscape one laugh at a time.” He was nominated for the Bill Hicks Award for Thought Provoking Comedy. The Root named him to its list of 100 most influential African Americans and Fast Company listed him as one of the 100 Most Creative People In Business.

As a first-time attendee, there is not a single area of interest I hoped to deepen my awareness of that has not been covered. Bravo!”

Larissa Pergat
Business Development and Marketing Manager
Beccar Varela, 2019
According to the American Lawyer, Am Law 200 firms have added 6,626 and 198 offices outside the United States in the past 10 years. This growth poses significant challenges for firms and their business development and marketing teams. Firms want to capitalize on a single brand promise and deliver a consistent client experience while being responsive to local markets and cultures. Understanding these local demands and designing programs that match them is fundamental to success. This session explores the tensions between client expectations and firms’ local cultures and the subsequent global impact on business development and marketing.

You’ll learn how to:

• Exploit your firm’s (new) footprint
• Assess the differences in client expectations and meet them around the globe
• Successfully navigate the lateral from different/other partnership cultures
• Design business development and marketing programs with both global alignment and local impact

Despina Kartson, Global Director of Business Development and Communications, Jones Day
David McClune, Chief Marketing Officer, Hogan Lovells LLP
Matthew Fuller, Head of Business Development, Americas & EMEA, White & Case LLP
Moderator: Stephen Blundell, Head of Acritas Advisors, Acritas

Modern law firm marketing and business development leaders are uniquely positioned to drive change, because—in addition to serving as stewards of firm branding—they’re increasingly leveraging data-driven insights to transform the business development process from reactive to predictive.

But there are significant hurdles to be overcome along the way, including the added challenge of change management inside law firms.

This interactive panel will compare and contrast real-world examples of how new approaches and technologies are transforming business development processes, in addition to serving as stewards of firm branding. In this session, you’ll hear a panel discuss what these tools are offering firms and how they are being utilized to directly affect revenue and how to dig into strategies from the client’s perspective that win business and strengthen relationships.

Join us for an interactive session with real, actionable takeaways and a multi-part client pitch process that will continue throughout the conference to see who wins the business.

You’ll learn how to:

• Determine what legal sales or client-facing business development entails
• Enact legal sales strategies and processes that work
• Understand a client’s perspective on law firm business development, pitches and proposals
• Help the client meet business goals
• Pitch a real client via an interactive, simulated follow-up exercise

Marisa Facciolo, Regional Director of Relationship Strategy, PNC Hawthorn
Jenna K. Schiapaccasse, Director of Client Development, Rosenberg Martin Greenberg, LLP
Dawn V. Sheiker, Director of Client Relations, Morris James, LLP

Many organizations are using the concepts of design thinking and other ideation/innovation methodologies to improve and refresh their programs, services and products. As law firms strive to differentiate themselves through innovation, they often find that innovation methods gaining traction in other industries are difficult to implement in legal industry organizations. In this session, you’ll learn how your organization can create scalable “Spark Squads” to encourage new ideas and fresh, diverse perspectives for your programs.

You’ll learn how to:

• Apply design thinking concepts for effective Spark Squads
• Best identify those who should serve as members of a squad
• Review a typical process outline for a squad
• Collaborate with other attendees to determine which areas in your organization may be best served by these squads and create an outline of the ready-to-implement steps to creating one

April L. Campbell, Interim Executive Director, Association of Legal Administrators (ALA)

Lavinia Calvert, Senior Director of Marketing, Intapp
Timothy B. Corcoran, Principal, Corcoran Consulting Group, LLC
Peter Lane Sectar, Senior Pricing Manager, Ropes & Gray LLP

Additional speakers to be confirmed

Saturday, October 17
Concurrent Breakout Sessions

10:30 a.m.–11:30 a.m.

Think Global, Act Local: Supporting Growth Through Successful Business Development and Marketing Programs That Work Around the Globe

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Join us for an interactive session with real, actionable takeaways and a multi-part client pitch process that will continue throughout the conference to see who wins the business.

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Timothy B. Corcoran, Principal, Corcoran Consulting Group, LLC
Peter Lane Sectar, Senior Pricing Manager, Ropes & Gray LLP

Additional speakers to be confirmed
11:45 a.m.–12:30 p.m.
Concurrent Breakout Sessions

**BREAKOUT ONE**
11:45 a.m.–12:30 p.m.
**Why Brand Still Matters in the Age of Automation**
Take a close look at how a brand predisposes buyers both before purchasing and after they’ve engaged a firm. You’ll explore results from a survey of legal buyers on how the brand impacts their view of a firm and why brand awareness AND brand favorability must both be measured and used to drive marketing strategy. Plus, you’ll gain an overview of the buying process and which touch points brand programs still generally fail to address.

You’ll learn how to:
- Use your CRM to inform your firm’s thought leadership strategy
- Measure brand performance using key performance indicators
- Benefit from buyer insight into how brand matters
- Evaluate whether your brand is consistent across touch points using a self-assessment tool
- Using brand engagement data to drive marketing and business development strategy

- Elonide Semmes
  President
  Right Hat LLC

**BREAKOUT TWO**
11:45 a.m.–12:30 p.m.
**The Big Four Mean Business**
The Big Four accounting firms have long envisioned becoming global multidisciplinary practices, providing end-to-end business solutions that span legal, tax, and accounting. They’ve aggressively pursued the legal services market before only to be blocked by regulators. In the years following Sarbanes-Oxley and the great recession the Big Four have quietly renewed their efforts, rebuilding their legal capabilities around the world. Are they friend or foe, and should law firms be concerned? To answer these questions, we’ll examine the Big Four’s focus on legal, their strategies and tactics and consider the implications of their rise in the new legal economy.

- Rob Saccone
  Partner
  Nexclaw Partners LLC

**BREAKOUT THREE**
11:45 a.m.–12:30 p.m.
**Why Your Analytics Land With a Thud**
Although it’s easier than ever today to collect data, you may still be scratching your head when deciding how best to sift through these massive amounts of data to uncover the gems. What’s often even more difficult is developing reports that incite action and encourage future investment in the right strategies and optimizations—especially when your findings challenge the status quo.

In this session, you’ll explore how to deliver reports that your stakeholders will actually care to read and how to make necessary shifts in your reporting strategy.

You’ll learn how to:
- Establish the right baselines and goals to help you more accurately benchmark your progress towards KPIs
- Move beyond simply showing your work to providing the right level of context around data trends that matter
- Include stakeholders in the development of metrics to prevent surrogation, or the confusion of strategic intent with the metrics meant to represent it
- Create an influential narrative around your results that helps you overcome bias, combat conventional thought and improve decision making

- Ben Magnuson
  Senior Data Strategist
  One North Interactive

**BREAKOUT FOUR**
11:45 a.m.–12:30 p.m.
**COLAP Presents: How to Mitigate Stress and Make It Work for You**
Stress isn’t all bad. On a day-to-day basis, it motivates us to accomplish our to-do list and, in extreme cases, it can save our lives. However, when we become overwhelmed, our stress response isn’t working for us. It’s working against us, causing many negative side effects that can compromise our health, our relationships, and even our work. Unforeseen periods of extreme change in our work and personal lives, coupled with often simultaneous feelings of isolation and feeling trapped with those you may be isolating with can have a similar impact. Luckily, years of research in practice have given the field strategies for how to build up our resiliency to work and life stressors, survive and thrive in changing and high stress exposure environments.

You’ll learn:
- Understand the neurobiology and neurophysiology of stress
- Recognize the effects of stress in unpredictable, fast-changing and high stress exposure environments
- Identify what your personal stress response looks like, and warning signs of fatigue or burnout
- Build resiliency factors to support yourself, colleagues and staff in mitigating the impact of stress

- Amy Kingery
  Outreach and Volunteer Manager
  Colorado Lawyer Assistance Program (COLAP)

**BREAKOUT FIVE**
11:45 a.m.–12:30 p.m.
**The Impact of Sustained Diversity in Legal, Private Industry and Beyond**
Pavani Thagirisa will discuss findings from a comprehensive new report from the S&P Global Quantamental Research Team, titled “When Women Lead, Firms Win”, which examines the performance of firms that have made female appointments to their CEO and CFO positions. While female executives are grossly underrepresented in the c-suite, the new report from the S&P Global Quantamental Research Team, titled “When Women Lead, Firms Win”, which examines the performance of firms that have made female appointments to their CEO and CFO positions. While female executives are grossly underrepresented in the c-suite, the performance of firms that have made female appointments to their CEO and CFO positions is staggering.

Attendees will gain the following key takeaways:
- Environmental, Social and Governance (ESG) considerations and its impact on diversity in firms
- What a demonstrated culture of Diversity and Inclusion means in practice
- The importance of diversity and inclusion for career growth—specifically for women and women in the legal field overall
- Highlighted findings of the QR team study, including why firms with female CEOs and/or CFOs are more profitable
- Tips on how to grow in the legal field, and more

- Pavani Thagirisa
  Associate General Counsel, Vice-President
  S&P Global

12:30 p.m.–1:30 p.m.
Networking Lunch
During lunch, tables will be reserved for each of LMA’s Shared Interest Groups (SIGs). Take advantage of this opportunity and network with your SIG colleagues, or if you aren’t a member of a SIG yet and would like to be, join a table to learn more.

For information on LMA’s SIGs, visit [www.legalmarketing.org/SIGs](http://www.legalmarketing.org/SIGs).

Join the Conversation @LMAintl #LMA20
It’s in Your Data: Revelations that Drive Diversity Programs, Branding, and Strategic Analysis

Easy access to accurate firm intelligence is indispensable for Marketing and Business Development teams wishing to make the move from reactive to proactive initiatives. In a highly competitive marketplace, a firm’s ability to use and process its data effectively represents a fundamental strategic differentiator and can provide a distinct advantage.

In this session, we’ll dive deep into case studies of firms who have broken down silos and harnessed their existing firm data to move the needle on strategic firm initiatives like:

- Diversity and Inclusion
- Staffing Optimization
- Data Driven Branding
- Surfaceing Firm Intelligence for Cross Departmental Use

Each case study will give you actionable insights into:

- How the team matched their initiative to a higher level firm goal
- The steps they took to identify and aggregate the necessary data
- Suggestions for collaborating with other departments in the firm to achieve goals
- What the solution actually looked like
- Realized benefits for each firm data to move the needle on strategic firm initiatives like:

- Diversity and Inclusion
- Staffing Optimization
- Data Driven Branding
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Each case study will give you actionable insights into:

- How the team matched their initiative to a higher level firm goal
- The steps they took to identify and aggregate the necessary data
- Suggestions for collaborating with other departments in the firm to achieve goals
- What the solution actually looked like
- Realized benefits for each
3:30 p.m.–4:30 p.m.
Concurrent Breakout Sessions

**BREAKOUT ONE**
3:30 p.m.–4:30 p.m.
Fastest Growing Law Firms Management Strategies

While the legal industry as a whole seems to have recovered nicely since the Great Recession of 2008, if you dig deeper into the numbers, there is an obvious tale of haves and have nots in this rebound. Why have some firms consistently delivered higher revenue per lawyer year over year while others have fought to remain even or have gone backwards, even with year-over-year rate increases? This session will highlight three successful firms and the strategies they employ and metrics they emphasize to deliver consistent results year over year.

You will learn:
- Techniques these firms use to drive revenue per lawyer (RPL) growth
- The strategies, methods, and approaches that differentiate these firms from others
- The role these leaders play in driving strategies that work and how they create buy-in with internal stakeholders to execute their firms’ strategies
- Advise and tips these trailblazers would offer to their LMA peers who are looking to do the same within their firms

Kevin Iredell
Chief Marketing Officer
Lowenstein Sandler

Amy Fowler
Chief Marketing Officer
Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.

Moderator:
Mary K. Young
Partner
Zeughauser Group

**BREAKOUT TWO**
3:30 p.m.–4:30 p.m.
How to Think Like a Legal Operations Professional

The Legal Operations profession is expanding at an exponential rate. As in-house legal departments transform to drive value for their clients while balancing efficient sourcing of legal services, the legal operations role is becoming a “must have” for corporate law departments. Hear from legal operations leaders how they influence and support legal sourcing for their law departments. Walk through a “day in the life” to better understand how the legal ops leaders think about engaging outside counsel and learn how to best interact with these key influencers of legal service provision.

Catherine Alman MacDonagh, JD
CEO and Founder
Legal Lean Sigma Institute LLC

Christine (C.J.) Juhasz
Assistant Vice President Law Strategy and Operations
MassMutual

Rhonda Oliver
Account Manager
Onit

Kate L. Villanueva
Partner
Drinker Biddle & Reath LLP

**BREAKOUT THREE**
3:30 p.m.–5:45 p.m.
Competitive Intelligence: A How-To Guide

Competitive intelligence is about using your resources to effectively answer complex business development questions. It involves breaking projects into their component parts, deciding which resources to use, turning those results into answers and presenting your analysis in a concise and clear format. This session presents an interactive format to guide you through these steps. You’ll explore how to apply this approach to company profiles, industry analyses, market analyses, lateral recruiting, competitor analyses and trend analyses.

You’ll learn how to:
- Benefit from strategies for assessing and completing competitive intelligence projects
- Evaluate research resources
- Track, gain feedback on and evaluate competitive intelligence efforts

Ben Brighoff
Senior Manager of Competitive Intelligence
Foley & Lardner LLP

Lynee Kilgore
Competitive Intelligence Manager
Pillsbury Winthrop Shaw Pittman LLP

Laura Kopen
Research Analyst
Neal, Gerber & Eisenberg LLP

**BREAKOUT FOUR**
2:30 p.m.–4:30 p.m.
LMAs Next Big Thing: Service Metamorphosis 2.0—What Clients Want

Service Metamorphosis 1.0 and how it drives performance improvement was presented at almost 25 LMA national, regional and local programs in 2019. Now it’s a mainstream idea among law firm marketing and business development professionals for your top clients who will differentiate your firm and prepare you to succeed in any economic environment.

Based on the four stages of Service Metamorphosis, this session will show you what an effective and cooperative “Mutual-Purpose Meeting” looks like. Witness the candid discussion between a large-firm managing partner and a major client in a planning meeting and hear from a CMO on how they drove the process.

You’ll learn how to:
- Use the four stages of Service Metamorphosis to change the service culture in your firm and how to assess where you are today
- Structure a powerful and effective “Mutual Purpose Meeting” for your top clients so you can discuss intimate and challenging aspects of your relationships
- Use Service Metamorphosis as a differentiator when you compete for work from new prospects
- Position what clients want as the foundation of your discussions with law firm leaders and ensure your firm is making this service-based culture shift

Amanda M. Bruno
Chief Business Development Officer
Morgan, Lewis & Bockius LLP

Deborah McMurray
Founder, CEO and Strategy Architect
Content 360

Timothy E. Powers
Managing Partner
Haynes and Boone LLP

Moderator:
Stephanie Hinrichs
Senior Director of Sales
Womble Bond Dickinson (US) LLP

**BREAKOUT FIVE**
3:30 p.m.–5:45 p.m.
Client-Focused Collaboration: Elevating the Role of Business Development

In a time when clients are asking law firms to go beyond traditional legal service delivery models, how can your firm partner with clients to achieve incredible outcomes? During this session, you’ll discuss how clients’ needs for innovative business partnerships are impacting the way firms deliver legal services.

You’ll learn how to:
- Capitalize on the ways that law firms have evolved their offerings to support lawyers with experts in areas like operations, project management and pricing
- Adopt a similar approach to business development that will elevate your firm’s profile as you grow client relationships

Sheri L. Dahl
Vice President, General Counsel
Thirty-One Gifts LLC

Jamie Francis
Partner
Womble Bond Dickinson (US) LLP, GCsolutions

Mike Russell
Lean Leader, Legal Operations
Trane Technologies

Rich Sedory
General Counsel, Senior Vice President
Wastequip, LLC

Vince Vetri
Senior Director of Solutions and Business Development
Elevate

Moderator:
Laura Kopen
Research Analyst
Neal, Gerber & Eisenberg LLP

**BREAKOUT SIX**
3:30 p.m.–5:45 p.m.
The Other Boys of Summer: Diversity and Inclusion Team Building Program

Through the lens of America’s pastime “The Other Boys of Summer” draws from our past to shine the spotlight on issues that dominate today’s headlines. The film explores civil rights in America through the lives of the Negro League baseball players. Narrated by Cicely Tyson the film features never-before-seen interviews with the trailblazers who played alongside of Jackie Robinson and changed baseball AND America forever.

The program includes a screening of the film (42 minutes) followed by a panel discussion with the filmmaker, Emmy Nominated Director, Lauren Meyer (and special guests, to be confirmed).
Saturday, October 17
Conference Day One

4:45 p.m.–5:45 p.m.
Concurrent Breakout Sessions

**BREAKOUT ONE**
4:45 p.m.–5:45 p.m.
Reach Your Peak: Navigating the Trail to the Top Spot

Work with a team to address scenarios legal marketers commonly face as they advance in their careers. Each scenario will be based on a Marketing Management and Leadership competency outlined in the LMA Body of Knowledge (BoK) and a Trail Guide will mentor you through the challenges.

Visit [www.LMAconference.com](http://www.LMAconference.com) for additional details and to register for this session—spaces are limited.

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**BREAKOUT TWO**
4:45 p.m.–5:45 p.m.
Law Firm CMO Roundtable Discussions

These CMO roundtable discussions are designed for and facilitated/attended exclusively by CMOs (or marketing director equivalents). They are an excellent opportunity for our more senior-level attendees to participate in working group roundtable discussions with industry peers. These sessions will be invaluable in helping you focus your strategic thinking.

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

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**BREAKOUT THREE CONT.**
3:30 p.m.–5:45 p.m.
Competitive Intelligence: A How-To Guide

See session details on page 19.

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**BREAKOUT FOUR**
4:45 p.m.–5:45 p.m.
Building a Coaching Program That Your Attorneys Will Love

In this session, you’ll gain ideas, options and a process for establishing a coaching program by using internal resources or by collaborating with a consultant to deliver the coaching. From gaining consensus, to developing a plan, to rollout, you’ll leave understanding the steps required to get a coaching program off the ground and how to ensure its success. Your attorneys will love it! You just have to get them to the starting line.

You’ll learn how to:
- Build a strong team
- Create the coaching pitch
- Engage appropriate supporters
- Reap the benefits from coaching
- Report progress

Tea Hoffmann
Managing Principal
Law Strategy Corp

Laura Kaminsky
Senior Business Development and Marketing Manager
BakerHostetler LLP

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**BREAKOUT FIVE**
4:45 p.m.–5:45 p.m.
Law Firm Brand Design: A Case Study

Hear a step-by-step recap of what it took to develop an award-winning look for an actual client.

In this session, you’ll explore what it takes to create a stunning graphic identity and website for a large law firm. Through a detailed case study of an actual client project, you’ll hear compelling (sometimes funny) anecdotes of the challenges the client faced and explanations of how those challenges were overcome. As law firms are unique beasts, this presentation will focus squarely on the unique challenges that legal industry players face when undertaking a brand rethink. You’ll leave with a step-by-step playbook for how to ensure your next brand design (or website design) project is smooth and successful.

(Note: The name of the client in this case study will be redacted and some project details will be obscured to protect the innocent.)

You’ll learn how to:
- Prepare (before your agency begins): 5 key things to do
- Overcome power struggles and political #$@!!?#
- Incorporate attorney input, even when it’s sub-par
- Avoid looking like everybody else
- Strike the right balance between beauty and practicality
- Work with service providers to get the best results

Dion Algeri
Partner
Great Jakes Marketing Company

Robert Algeri
Partner
Great Jakes Marketing Company

---

**BREAKOUT SIX**
4:45 p.m.–5:45 p.m.
The Other Boys of Summer: Diversity and Inclusion Team Building Program

See session details on page 19.

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6:30 p.m.–8:00 p.m.
Networking Reception

Sponsored by:

![ONE NORTH](http://www.onenorth.com)

See page 24 for details.

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**Did You Know?...**

Denver has seven professional sports teams! You can see Colorado’s MLB, NHL and NBA teams, the Rockies, Avalanche and Nuggets, in action all within a three-mile radius!
Sunday, October 18
Conference Day Two

Registration Opens

Breakfast in the Exhibit Hall

Sponsored by: introhive

With Demo Session led by:

InterAction®
Ensuring Data is the Foundation of Every Client Engagement

Scott Winter
Director of Product Management
LexisNexis

8:30 a.m.–9:00 a.m.
Day Two Welcome and Association Updates

9:00 a.m.–10:00 a.m.
GENERAL COUNSEL PANEL

At the intersection of business and the law, general counsel rely on outside counsel to know their business, to help mitigate risk, develop solutions and uncover business opportunities. At the heart of this symbiotic relationship is trust and collaboration. Come learn how general counsel and their outside counsel collaborate to create the framework for business to thrive.

Dean C. Heizer
Executive Director and Chief Legal Strategist
LivWell Enlightened Health LLC

R. Stanton Dodge
Chief Legal Officer
Draft Kings Inc.

Sheniece J. Smith
Vice President and General Counsel
Hannibal Regional Healthcare System

Tom Downey
Director
Ireland Stapleton Pryor & Pascoe, PC

Catherine Zinn
Chief Client Officer
Orrick Herrington & Sutcliffe LLP

Todd J. Tukey
Managing Director of Litigation
Bass, Berry & Sims PLC

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

Sponsored by: LEXOLOGY.

With Demo Session led by:

Generate More Proposals, Increase Firm Revenue and Reduce Attorney Dependencies with ikaun

Jason Noble
President, CEO
ikaun

10:15 a.m.–10:45 a.m.
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.

“Did You Know?...

Did You Know?...

Denver has the largest city park system in the nation with more than 200 parks within the city and 20,000 acres of parks in the nearby mountains.

“There are many conferences out there for marketing professionals, but this is the only conference relating to our niche. Legal Marketing is no easy feat, but I am empowered leaving here today.”

Christine Mosley
Marketing Manager, JND Legal Administration, 2019

“They say two heads are better than one; hundreds of like minds are exponentially better! I love sharing ideas, strategies, experience, and yes sometimes share the pain, with my LMA colleagues.”

Katherine Hutchinson
Business Development Specialist, Stikeman Elliott LLP, 2019
Sunday, October 18
Conference Day Two
11:00 a.m.–12:00 p.m.
Concurrent Breakout Sessions

BREAKOUT ONE
11:00 a.m.–12:00 p.m.
The Fab Five: Addressing D&I From All Perspectives (Including the Client’s Perspective)

You may be working hard to address both the D&I needs of your clients and D&I efforts within your firm. But no single department within a law firm can tackle all of these requests alone. In this session, you’ll learn best practices for teamsing across administrative functions, honestly discuss what gets in the way of good collaboration and gain ideas you can take back to your firm and share with your colleagues in all department teams.

You’ll learn how to:
• Evaluate feedback from the client’s perspective about diversity—what they want and what they expect from their outside counsel
• Understand how the marketing, business development, firm administration, technology and recruiting functions are supporting diversity and inclusion
• Tackle barriers to collaboration across administrative teams
• Add to your D&I toolkit and share with your colleagues tips from all four perspectives

Lia J. Dorsey
US Diversity and Inclusion Director Dentons US LLP

Jennifer J. Mazzeo
Co-Founder and Chief Operating Officer Griesing Law, LLC

Holly Barocio
Senior Consultant GrowthPlay

BREAKOUT TWO
11:00 a.m.–12:00 p.m.
Pathways to Leadership: The Convergence of Service and Career Leadership

Looking to expand your leadership skills? Wondering how to demonstrate promotion potential beyond doing your work? Interested in getting more involved in LMA leadership, but not sure where to start?

In this session, you’ll identify the skills required to be an effective leader in LMA and your firm. You’ll hear how to leverage your law firm role and LMA to build leadership skills throughout your career. You’ll examine the best practices to manage teams formally and informally, how to navigate a path to LMA leadership and how to evaluate and assess the leadership potential within your own team and staff.

You’ll learn how to:
• Recognize the leadership skills and competencies that move great managers into great leaders
• Explore which leadership skills matter most to today’s law firm leaders
• Identify opportunities to develop leadership skills through LMA
• Navigate leadership development opportunities throughout your career

Aleisha Gravit
Chief Marketing and Business Development Officer Akin Gump Strauss Hauer & Feld LLP

Jeanne Hammershorn
Chief Marketing Officer Benesch

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

Moderator:
Alicia Sutor
Managing Partner GrowthPlay

BREAKOUT THREE
11:00 a.m.–12:00 p.m.
Setting Yourself Up as an Influencer: 10 Ways to Drive Success for Your Projects

We know that influencer marketing campaigns are designed to reach a specific group of engaged followers. Should the Influencer tactics be limited to social media? If you’ve pushed hard to get your ideas adopted or to drive change within your firm, you know resistance comes in many forms. Bad data, outdated processes and stalwarts are committed to maintaining the firm’s status quo. Generating long-term and sustainable change sometimes requires a Herculean effort but the effort doesn’t bring a guarantee of success.

It’s time for a fresh approach. It’s time to be an influencer within the firm to produce sustainable, measurable results. This session delivers 10 actionable ways to change hearts, minds and behavior driving your projects and ideas forward.

Hear insight on how law firm teams are successfully using influential techniques in these 10 areas:
• Industry Teams
• Non-Lawyers Selling
• Forward Thinking with Client Experience
• Location, location, location!

Using data and AI
End User Training
Need a Dollar
Change Your Project
Empowering Your Work
Relationship Intelligence

Elena Cutri
Director of Education Services, Software Solutions LexisNexis

BREAKOUT FOUR
11:00 a.m.–12:00 p.m.
Team Collaboration and Key Client Programs—Powerful Tools for Business Development

Cross-practice collaboration is regarded by many law firms as key to more meaningful business development outcomes, and yet many struggle to achieve this when information is not freely shared between lawyers, marketers and clients.

Harvard Law School’s Center for the Legal Profession suggests that “where collaboration is done right, firms achieve higher margins, inspire greater client loyalty, gain access to more lucrative clients, and attract more cutting-edge work.”

However, team collaboration requires new systems and processes. Whether it is key-client planning programs, industry teams or rapid lateral integration, simply connecting individuals is not enough. To provide actionable guidance to firms seeking to deliver better experiences through teams, technology supporting collaboration, automation and data-driven insights is critical. Team collaboration and key-client planning ultimately empower firms to cross-sell, achieve higher frounry revenue and retain more clients. And, the professional legal marketer should be leading the charge.

Learning Outcomes:
• How marketers can serve as connectors between lawyers and clients
• What type of infrastructure is required to foster team collaboration at a firmwide level
• How do you drive adoption of team collaboration with lawyers

JeanMarie Campbell
Head of Client Development, North America Baker McKenzie

Darryl Cross
Practice Group Leader, Professional Service Firm Leaders and Partners Intapp

Silvia L. Coulter
Principal LawVision Group LLC

BREAKOUT FIVE
11:00 a.m.–12:00 p.m.
20/20 Vision in the 2020 Recession: Using Data To See Better

The legal industry appears to be at the beginning of a potential recession in 2020 as evidenced by a drop in billing in March 2020. How can we use data to understand the impact and extent of this recession? There have been 3 U.S. recessions in the last 30 years since The American Lawyer magazine published the first AmLaw 100 survey in 1987. The 100 firms’ profit margin has dropped in sync with each recession, thus it acts as a barometer for decreased economic activity. Revenue per lawyer and cost per lawyer are the constituents of profit margin. Analyzing their trends can help us better understand this recession.

We will use historical information and current year data in interesting ways for recession scenarios and show the interplay between demand and response.

You’ll learn how to:
• Create data-based scenarios for this 2020 recession
• Understand 3 previous recessions and historical profit margin
• Comprehend connection between margin and revenue and cost per lawyer
• Analyze RPL and CPL trends to predict future profit margin
• Improve your financial acumen and gain insights into law firm economics

Madhav Srinivasan
Chief Financial Officer Hunton Andrews Kurth LLP

BREAKOUT SIX
11:00 a.m.–12:00 p.m.
CRM Clinic: Best Practices for CRM Success

When it comes to deriving value from a CRM system, law firms continue to struggle with bad data, lack of buy-in and demand (and difficulty) to connect to other systems. Whatever your specific CRM challenge, we have an impartial CRM expert available to help solve the problems you have.

Through interactive roundtable discussions you can engage in open discussions with a group of your industry peers, as you rotate from table to table. Each table addresses a different topic and is facilitated by a CRM expert.

Christina Fritsch
Founder and CRM Success Consultant CLIENTSFirst Consulting

Jennifer Klyse
Owner and Principal Klyse Advisory Group LLC

Michael Warren
Secretary, President, CRM Practice and Marketing Director, Wilson Allen

Networking Lunch with Regional Meet-Ups
Sponsored by: LEXOLOGY.
**Concurrent Breakout Sessions**

**BREAKOUT TWO**

**Gotta Catch 'Em All: Developing an Inclusive Client Experience Program**

Client experience is becoming an increasingly important differentiator for firms. As a result, there is an increase in the focus firms are putting on honing the client experience to the point where it can become a differentiator in their favor. Join this session to discuss the principals of an inclusive client experience program, the measures that should be taken and how the resulting analytics can be integrated with other systems. You’ll leave understanding the principles of a successful client experience program and how to implement it in your own firm.

You’ll learn how to:
- Put in place strategies to measure client experience and why they usually only focus on the most important clients
- Establish the building blocks of an inclusive client experience program
- Determine the key client journey milestones
- Take key measures and what analytics can be derived from them
- Integrate the measures and analytics derived from client feedback into other systems and how users can leverage them

Moderator:

Simon Elven  
Commercial and Marketing Director  
Tikit Ltd

**BREAKOUT THREE**

**Interactive Session/Game: Can You Solve Your Next Law Firm Crisis? Part Two**

See session details on page 16.

**BREAKOUT FOUR**

**Turning Busy Lawyers Into Recognized Thought Leaders**

Examine how to leverage your firm’s greatest asset, the knowledge of your people, to build your brand and turn your people into the go-to experts in their field. You’ll discover how to transform thought leadership from a time-consuming hassle into an authentic and easy process for driving valuable engagement with your most important clients and prospects. Leave with your own expert marketing playbook and the skills to turn your own firm’s busy experts into recognized thought leaders.

You’ll learn how to:
- Know when changes in client behavior require a new approach from your firm
- Give clients what they want from thought leadership
- Use content to engage with clients and prospects

Moderator:

Heather McCullough  
Partner  
Society 54

**BREAKOUT FIVE**

**Plaintiff Firm Deep Dive: Gain More Clients Through Strategic Digital Marketing**

Take a deep dive into the components of successful digital marketing strategies that convert visitors into clients within a business-to-consumer relationship. In this session, you’ll gain tools and take-aways from in-house legal marketers and agency partners that you can take back to your office and implement right away to win more clients for your firm.

You’ll learn how to:
- Maximize your on-page SEO for your website
- Identify effective conversion tools and calls-to-action
- Properly track and measure ROI from your online efforts

Moderator:

Pamela Foster  
Principal  
Pamela Powered Inc.

Alex E. DiSebastian  
Internet Marketing Director  
PaperStreet Web Design

Jacob Eidinger  
Marketing Coordinator  
Wigdor LLP

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**Practicing Well-Being Through Mindfulness and Self-Care, an Interactive Workshop**

Is your mind constantly going at 150 mph? Do you find yourself wasting precious time thinking about the past or worrying about the future? Do you struggle to keep your attention on a task? Are you always multitasking, unable to focus? Is stress or anxiety keeping you from doing your best work? Mindfulness and meditation practice is the key to increasing focus and productivity!

In this interactive 1-hour workshop, you’ll learn:
- How to work with thoughts that trigger stress and anxiety
- The physiology behind stress and anxiety
- How mindfulness can decrease distractions and increase productivity
- Ways of interrupting your automatic reaction and how to find a more helpful response
- Simple practices you can immediately incorporate into your day to let go of stress and return to homeostasis
- Importance of self-care and caring for your well-being

Led by:

Jeena Cho is an attorney with JC Law Group PC and the co-author of the bestselling book, *The Anxious Lawyer, An 8-Week Guide to a Joyful and Satisfying Law Practice Through Mindfulness and Meditation* (ABA). She is a regular contributor to ABA Journal and Above the Law where she covers resilience, work/life integration, and wellness in the workplace. She regularly speaks on women’s issues, diversity, wellness, productivity, mindfulness and meditation.

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**Conference Wrap-Up**

**Conference Concludes**
Embrace the community spirit among legal marketers!

#LMA20 offers a range of facilitated networking events that will give you plenty of opportunities to meet your peers, make new connections and share ideas that will help shape the future of the changing industry.

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

First-Timers’ Reception
The First-Timers’ Reception welcomes those who have not attended an LMA Annual Conference before. It’s an opportunity to meet other first-time attendees and to become acquainted with key members of LMA leadership. You can also win a prize with a fun ice breaker game!

Exhibit Hall Welcome Reception
The Exhibit Hall opens in full force with the Welcome Reception. Mingle with your colleagues and get to know the exhibitors while enjoying drinks and appetizers. The Welcome Reception is a fantastic opportunity to learn about the latest legal marketing products, services and technologies and to show support for the 2020 LMA Annual Conference sponsors and exhibitors.

Exhibit Hall Sneak Peek
This sneak peek 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.

Network 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.

Regional Meet-Ups
During lunch, tables will be reserved for each of LMA’s regions. Take advantage of the opportunity to network with your regional colleagues. If you aren’t a member of LMA yet, join the table that corresponds to your geographic location to meet legal marketers in your area.
Wellness Sessions

◊ Saturday, October 17  ⏰ 6:30 a.m.–7:30 a.m.

Yoga for Elevation

Get inspired, recharge and elevate before your day of learning and fun at the conference! Shannon Lanier, RYT, will offer an all-levels yoga practice to awaken the mind, steady the breath and focus on setting intentions. This 60-minute practice is for everyone, from the first timer to the experienced yogi. Plan to bring your yoga mat and any props that you typically use in your practice.

◊ Saturday, October 17  ⏰ 11:45 a.m.–12:30 p.m.

COLAP Presents: How to Mitigate Stress and Make It Work for You (Breakout Four)

Stress isn’t all bad. Learn how to recognize the effects of stress and identify what your personal stress response looks like to build the resiliency to support yourself, colleagues and staff. Presented by Amy Kingery, Outreach & Volunteer Manager at Colorado Lawyer Assistance Program.

◊ Saturday, October 17  ⏰ 3:00 p.m.–3:30 p.m.

Meditation and Mindfulness

Take a break from the conference and join your peers for a 30-minute session on meditation and mindfulness, led by Rachel Shields Williams. We will start with a brief discussion of the benefits that can be gained from meditation and how to apply it to every aspect of your day to become fully present, rather than focused solely on the future or the past. Then we will engage in a guided meditation that will illustrate how connected the mind is with the body and how through meditation one can not only think more clearly but feel better emotionally and physically.

◊ Sunday, October 18  ⏰ 2:30 p.m.–3:30 p.m.

Practicing Well-Being Through Mindfulness and Self-Care, an Interactive Workshop

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.Gittings Legal
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.the answer company®
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Elevate Your Company's Profile at the Largest Event for Legal Marketing Professionals

To learn more about becoming a 2020 LMA Annual Conference sponsor or exhibitor, please contact:

Ken Glass
Sponsorship Manager
212-352-3220 ext. 7409 | K.Glass@LMAconference.com

Exhibit Hall Hours
Friday, October 16
5:00 p.m.–7:30 p.m.
Saturday, October 17
7:30 a.m.–5:45 p.m.
Sunday, October 18
7:30 a.m.–11:00 a.m.
About LMA

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

LMA is a not-for-profit organization that provides members 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; quarterly 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 just a networking organization, LMA provides information and resources 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
- New! Access to the breakout session recordings bundle i
- Refreshment breaks
- Breakfast and lunch

Conference registration does not include any of the pre-conference educational programs that take place on October 16, 2020.

i The Breakout Session Recordings Bundle includes videos, audio and synced presentations of breakout sessions only. GC panel and general sessions are not included. Subject to the speaker agreement and AV support. Pre-conference program recordings are not included. The pre-conference program recordings will also be available for purchase post-event. Email education@legalmarketing.org to learn more.

Pre-Conference Registration(s) Includes

- Admittance to the entire applicable program with related materials
- Full day programs include breakfast, lunch and refreshment breaks.

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 are available to individuals employed by the same organization.

Cancellation and Refund Policy

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Eligible Refund</th>
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<tbody>
<tr>
<td>March 11 to August 14, 2020</td>
<td>Full refund</td>
</tr>
<tr>
<td>August 15 to September 4, 2020</td>
<td>Full refund less a $200 handling fee</td>
</tr>
<tr>
<td>After September 4, 2020</td>
<td>No refund</td>
</tr>
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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 email customerservice@LMAconference.com no later than September 4, 2020.

ON-SITE SUBSTITUTIONS WILL BE ASSESSED AT 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 2020 LMA Annual Conference and registration procedures, please contact us at 1-877-562-7172 or email LMA2020@LMAconference.com.
Registration Fees and Information

Three Easy Ways to Register:

ONLINE
www.LMAconference.com

EMAIL
CustomerService@LMAconference.com

PHONE
1-877-562-7172

All 2020 Legal Marketing Association Annual Conference registration prices are in U.S. dollars. Prices listed below are per delegate.

Conference Only | October 17–18, 2020

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<tr>
<th></th>
<th>LMA Member</th>
<th>All Others</th>
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<tr>
<td>Fee per delegate</td>
<td>$1645</td>
<td>$2145</td>
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Pre-Conference Programs | October 16, 2020

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<th>Programs</th>
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<th>All Others</th>
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<tbody>
<tr>
<td>LMA QuickStart® LIVE!—Legal Marketing Essentials</td>
<td>$495</td>
<td>$595</td>
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<td>Impact Marketing for Small and Mid-Sized Law Firms</td>
<td>$595</td>
<td>$695</td>
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<tr>
<td>CMO Summit</td>
<td>$795</td>
<td>$895</td>
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<tr>
<td>Communication in Action: Educate, Innovate and Elevate</td>
<td>$495</td>
<td>$595</td>
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<tr>
<td>Rise of the Legal Marketing Technologist</td>
<td>$495</td>
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<tr>
<td>The Foundations of Selling</td>
<td>$495</td>
<td>$595</td>
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</table>

Venue Information

Gaylord Rockies Resort & Convention Center

Venue: Gaylord Rockies Resort & Convention Center
Address: 6700 North Gaylord Rockies Boulevard, Aurora, Colorado 80019 USA
Telephone: (720) 452-6900

LMA Preferential Hotel Rates

Standard room: $269 + taxes
Hotel rate deadline: Wednesday, September 23, 2020

Please reference '2020 LMA Annual Conference' to receive the preferential rate.

Group Bookings

A group of four attendees booking together as a group receive a 5 percent discount on the total registration price.*

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

*Group booking discounts apply to the main conference fee only. 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.

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 810L20 as a reference.

For U.S. registrants:
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.

Venue Information

Gaylord Rockies Resort & Convention Center

Venue: Gaylord Rockies Resort & Convention Center
Address: 6700 North Gaylord Rockies Boulevard, Aurora, Colorado 80019 USA
Telephone: (720) 452-6900

LMA Preferential Hotel Rates

Standard room: $269 + taxes
Hotel rate deadline: Wednesday, September 23, 2020

Please reference '2020 LMA Annual Conference' to receive the preferential rate.

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