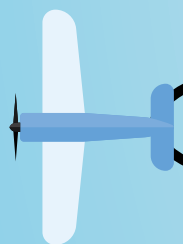


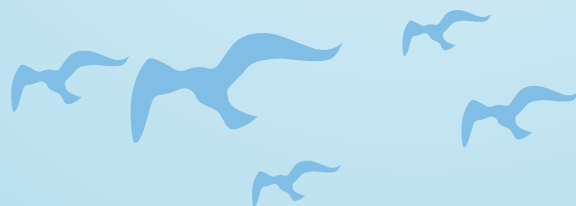
2015 LEGAL MARKETING ASSOCIATION ANNUAL CONFERENCE



3 DAYS ... 60+ SESSIONS ... 130+ SPEAKERS!
DON'T WAIT! REGISTER NOW.

APRIL 13-15, 2015

**HILTON SAN DIEGO BAYFRONT
SAN DIEGO, CA**



CALL 1-877-562-7172 **WEB** LMAconference.com **EMAIL** CustomerService@LMAconference.com

LEGAL MARKETING ASSOCIATION



THE AUTHORITY FOR LEGAL MARKETING



Contents

2015 LMA Annual Conference Advisory Committee	2
Co-Chairs' Invitation Letter	3
Welcome to San Diego!	4
Venue and Travel Information	5
Agenda at a Glance	6-7
Conference Speakers	8-10
Pre-Conference Programs:	
QuickStart – Legal Marketing Core Competencies	11
Impact Marketing for Small and Mid-sized Law Firms	12
CMO Summit	13
Breakthroughs in PR, Content and Communications	14
Legal Lean Sigma® and Project Management White Belt Certification Course	15
Leadership in Innovation – Preparing for the Next Decade of Opportunity	16
Conference Agenda: Day One	17-21
Conference Attendee Demographics	22
Conference Agenda: Day Two	22-25
Sponsors and Exhibitors	26-27
Event Partners and About LMA	28
Networking Opportunities	29
Registration Information	30-31

Thank You

2015 LMA Annual Conference Advisory Committee

Conference Co-Chairs



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



Anne Malloy Tucker
Chief Marketing Officer
Hunton & Williams LLP

Board Liaison



LMA 2015 President
Adam Severson
Chief Marketing & Business Development Officer
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

Committee Members



Kimberly Bell
Managing Director
Bass Berry & Sims PLC



Jonathan Fitzgarrald
Chief Marketing Officer
Greenberg Glusker Fields Claman & Machtinger LLP



Kenneth Gary
SVP and Chief Marketing Officer
OmniVere



Ann Lee Gibson
Principal
Ann Lee Gibson Consulting



Betsi Roach
Executive Director
Legal Marketing Association



Paul Webb
Director of Marketing
Young Conaway Stargatt & Taylor, LLP



Jillion Weisberg
Business Development Executive
Thomson Reuters Client Development Services

To Our Legal Marketing Community:

On behalf of the LMA Annual Conference Advisory Committee and the entire LMA leadership, we invite you to join us in sunny San Diego April 13-15, 2015 for a substantive and stimulating program based on your feedback from previous conferences. This year, we will also celebrate the first 30 years of LMA and set the course for the next 30 years and beyond.

This conference has been built with a focus on education and networking. We are committed to exploring new and different ways to present content while at the same time fostering community and inclusivity across our diverse legal marketing family.

Balancing formal programming and networking is a hallmark of this event, and we've worked hard to make sure that we provide enough time for both. This is an outstanding opportunity to engage with subject-matter experts, to share ideas and explore trends and reunite with friends and colleagues.

Here is what you can expect:

- **Pink is the new black.** Our keynote speaker, bestselling author Dan Pink, will offer a fresh approach on leadership. Drawing on key social science and cutting-edge practices from organizations around the world, Dan will demonstrate new ways leaders are persuading, influencing and motivating others in an entertaining and provocative presentation. Check out his TED Talk 'The Puzzle of Motivation' on YouTube for a preview.
- **Education is for everyone.** Whether you were a member of the LMA's founding group or recently started working for your first law firm, we have content and tools that will help you to leave the conference as a better legal marketing professional. If you are in the middle of the next mega-merger or aim to rule the middle market, you will find a wealth of options to tap into to expand your skills.
- **Networking for all.** The conference experience will start early this year. As part of the registration process, our new conference mentorship program aims to pair experienced attendees with newer and first-time visitors. You will have the choice to opt-in to this program when you register. Also, look for more local opportunities to network with conference attendees long before you get to San Diego.
- **Prepare for the Pre-cons.** The pre-conference programs will encompass the most extensive and diverse set of topics the conference history. We have four distinct programs appealing to a broad constituency of new legal marketers, PR professionals, CMOs and professionals in mid-size firms. There are also two new programs: a leadership program and a Legal Lean Sigma® and Project Management White Belt certification course.

The LMA Annual Conference truly is the showcase for our industry. It is a culmination of all the great work that is done every week across the local and regional chapters, and it celebrates the commitment and indomitable spirit that makes our growing community unique.

Come ride the wave with us in San Diego.



M. Ashraf Lakhani

Director, Business Development and Marketing
Porter Hedges LLP



Anne Malloy Tucker

Chief Marketing Officer
Hunton & Williams LLP



Welcome to San Diego!

The Southern California Chapter would like to welcome you to attend the 2015 LMA Annual Conference in sunny San Diego.

We are excited to meet all of you at the conference. For many years, the LMA Annual Conference has been an avenue for legal marketing professionals and attorneys to meet and network over an amalgamation of ideas and strategic insights; we expect no less this year.

The entire LMA Annual Conference Advisory Committee has worked extremely hard to orchestrate a comprehensive program, making sure to include presentations that are relevant to all legal marketers and attorneys in all types of legal markets. We have programs for marketers at all levels – from the core competencies for our entry-level and junior marketers, all the way to management and leadership skills for our directors and CMOs. As always, we will present case studies that show real-life problems and solutions, as well as practical presentations that address the predominant issues, challenges and opportunities that legal marketers face on a daily basis.

While we hope that you learn a lot from the conference, we also want you to enjoy yourselves! The Southern California Chapter members in San Diego have put together a list of top activities you won't want to miss while in town.

SAN DIEGO ZOO

Features over 3,700 animals, a rare giant panda, overhead gondola lift and the world's only albino koala.



BALBOA PARK

This urban cultural park is the largest in U.S. with 15 museums, performing arts and theaters.



GASLAMP QUARTER

The Gaslamp Quarter comes alive at night with great restaurants, live music and dancing.



HILLCREST

San Diego's colorful and urban epicenter, Hillcrest is a hub for hip and eclectic shopping.



LITTLE ITALY

The Little Italy neighborhood bustles with restaurants, boutique shops and galleries.



OLD TOWN

Features 12 acres of Mexican lore and historical sites, early-California-style restaurants and the restored Cosmopolitan Hotel.



LEGOLAND

Visit the LEGOLAND Discovery Center Westchester kids attraction and explore the biggest box of LEGO®.



FLOAT AT HARD ROCK HOTEL

Unwind with a cocktail by the firepit or in one of the poolside cabanas.



ROOFTOP600 AT ANDAZ

Grab a drink and watch the sun set on the San Diego skyline.



LOUNGESIX AT HOTEL SOLAMAR

Enjoy a handcrafted cocktail on the terrace.



ALTITUDE SKY LOUNGE AT MARRIOTT GASLAMP QUARTER

Altitude is the highest rooftop bar on the west coast and provides amazing panoramic views.



LEVEL 9 AT HOTEL INDIGO

See views of Petco Park and the downtown skyline.



Again, we welcome you to San Diego! We hope that you leave the LMA Annual Conference enthused and inspired.

Sincerely,
The Southern California Chapter

Venue and Travel Information

In a stunning, downtown waterfront location, the Hilton San Diego Bayfront captures the essence of the city's distinctive coastal culture and lifestyle, with a sun and sea-inspired design, casually sophisticated ambiance and amazing views of the San Diego Bay. The hotel is located across the street from the San Diego Padres' Petco Park and within easy walking distance of the Gaslamp Quarter and East Village for dining, world-class shopping, entertainment and recreational venues.



LMA is offering a limited number of hotel rooms at a preferential rate. To reserve your room online, please visit www.LMAconference.com/hotel or for direct guest assistance, contact the Hilton San Diego Bayfront reservation desk at 1-619-564-3333. Please reference "LMA Conference" to receive the preferential rate.

Questions? Contact LMA2015@LMAconference.com.

The Hilton San Diego Bayfront is just minutes from San Diego International Airport (SAN). Transportation options to and from the airport:

- **Limo:** Executive Corporate Limo – 1-619-294-4000 or www.execlimo.com
- **Shuttle:** Cloud 9 Shuttle – 1-619-564-7908 www.cloud9shuttle.com, \$8 per person each way from the airport to the hotel
- **Rental Car:** Enterprise Rent-A-Car – 1-888-484-HOTEL (4683)
- **Taxi:** San Diego Yellow Cab – 1-619-234-6161, or San Diego Cab – 1-619-226-8294, \$18-\$20 from the airport to the hotel

Agenda at a Glance

Monday, April 13, 2015 – Pre-Conference Programs

8:00 a.m.	Registration Opens	8:45 a.m.–5:00 p.m.	Legal Lean Sigma® and Project Management White Belt Certification Course
8:00 a.m.	Breakfast for Pre-Conference Attendees	8:45 a.m.–5:00 p.m.	Leadership in Innovation – Preparing for the Next Decade of Opportunity
8:45 a.m.–5:00 p.m.	QuickStart – Legal Marketing Core Competencies	12:00-5:00 p.m.	Chapter Presidents Committee Meeting
8:45 a.m.–5:00 p.m.	Impact Marketing for Small and Mid-sized Law Firms	5:15-6:15 p.m.	First-Timer's Reception
8:45 a.m.–5:00 p.m.	CMO Summit	6:00-7:30 p.m.	Welcome Reception
8:45 a.m.–5:00 p.m.	Breakthroughs in PR, Content and Communications		

Tuesday, April 14, 2015 – Conference Day One

8:00 a.m.	Registration Opens	9:15 a.m.	Keynote Address – Leadership and the New Principles of Influence Dan Pink
8:00 a.m.	Breakfast in the Exhibit Hall		
9:00 a.m.	Welcome and Opening Remarks	10:15 a.m.	Networking and Refreshment Break in the Exhibit Hall
<div> <div> Betsi Roach Executive Director Legal Marketing Association </div> <div> LMA 2015 President Adam Severson Chief Marketing & Business Development Officer Baker, Donelson, Bearman, Caldwell & Berkowitz, PC </div> <div> Conference Co-Chairs M. Ashraf Lakhani Director of Business Development & Marketing Porter Hedges LLP Anne Malloy Tucker Chief Marketing Officer Hunton & Williams LLP </div> </div>			

11:00 a.m.–12:00 p.m. Concurrent Breakout Sessions

BD The 15 People That Will Make or Break Your Year Darryl W. Cross Vice President, Performance Development LexisNexis	MT The Technology Horizon – Technologies to Keep Your Marketing Relevant Adam Stock Chief Marketing and Client Services Officer Allen Matkins	BoL The Role of Marketers in Integrating Law Firm Mergers and Acquisitions Mary Connolly Business Development and Practice Group Manager Goulston & Storrs Joseph J. Melnick Director of Strategic Business Development Honigman	MC Content Strategy is the New Kale E. Leigh Dance President ELD Project Marketing International, Inc. Norm Rubenstein Partner Zeughauser Group LLC	Deborah McMurray Chief Executive Officer and Strategy Architect Content Pilot, LLC Elonide C. Semmes President Right Hat LLC
12:00-1:30 p.m.	Networking Lunch			
12:00-1:30 p.m.	LMA Shared Interest Group (SIG) Meetings			

1:30–2:30 p.m. Concurrent Breakout Sessions

BD Keep Your Eye on the Ball: What Every Good Coach Tells His or Her Players and What Every Player Expects of a Coach Panelists: John H. Banks Chief Operating Officer/ Chief Financial Officer Benesch Peter A. Johnson Consultant Law Practice Consultants, LLC	MT Creating Natively Digital Brand Experiences Elizabeth A. Boehm Senior Marketing & Business Development Manager, Benesch Moderator: Mark J. Usellis Chief Strategy Officer Davis Wright Tremaine LLP	BoL Law Firm Operations - The Change Agent Behind the Scenes in Today's Law Firm Brad Frederiksen Chief Information and Knowledge Officer Faegre Baker Daniels Melanie Green Chief Client Development Officer Faegre Baker Daniels Ann Rainhart Chief Talent Officer Faegre Baker Daniels	MC Big Ideas from Not-so-big Law Firms: Case Studies from Mid-sized Firms Paul Darwish Chief Business Development Officer/Director of Marketing Graydon Head & Ritchey Melodie Tilley Chief Client Development Officer, FordHarrison LLP	Pamela K. Roemer Director of Marketing and Business Development Maslon Edelman Borman & Brand, LLP Moderator: Sally Schmidt President Schmidt Marketing, Inc.
--	---	---	---	--

2:45–3:45 p.m. Concurrent Breakout Sessions

<div>BD</div> <div>Lessons Learned: Applying Sales Models from Other Professional Services Sectors</div>	<div>MT</div> <div>Business Development Steps up its Game with Mobile Delivery of Intelligent Data</div>	<div>PD</div> <div>The Changing Role of the Chief Marketing Officer</div>	<div>MC</div> <div>Advancing Communication: The Story of the Value</div>
<div>Panelists:</div> <div>Nick Araco</div> <div>President & Chief Executive Officer The CFO Alliance</div> <div>Robert Pay</div> <div>Head, Relationship Management Alvarez & Marsal North America LLC</div>	<div>Mo Bunnell</div> <div>Founder and President Bunnell Idea Group</div> <div>Moderator:</div> <div>Douglas R. Johnson</div> <div>Chief Strategy Officer Catapult Growth Partners</div>	<div>Elisabet Hardy</div> <div>Vice President Product Management and Marketing Thomson Reuters Elite</div> <div>Paul Odette</div> <div>Manager, Product Management Thomson Reuters Elite</div>	<div>Timothy Delaney</div> <div>Chief Marketing and Business Development Officer Ballard Spahr LLP</div> <div>Terry M. Isner</div> <div>President, Marketing and Business Development Jaffe</div> <div>Lauren Macaulay</div> <div>Business Development Manager WilmerHale</div>
3:45-4:30 p.m.	Networking and Refreshment Break in the Exhibit Hall		

4:30–5:30 p.m. Concurrent Breakout Sessions

BD 45 Things Your Junior Associates Need To Know About Building Relationships in 60 Minutes Mary Crane Principal & Owner Mary Crane & Associates	MT Building a Strong Intelligence Framework: Best Practices in Data Gathering Rob Alston Sales Director, Dockets and Business Development Thomson Reuters Janet Bennett National Manager, Monitor Suite Thomson Reuters	PD Looking Back to Look Forward Burkey Belser President Greenfield/Belser Ltd. Kim Perret Chief Marketing Officer Jones Walker	MC The Do's and Don'ts of Successful Nominations Arielle Lapiano Senior Public Relations Manager Paul Hastings LLP Laura Mills Editor Chambers USA	Cindy Larson Publisher Super Lawyers Magazines
--	---	--	--	---

6:00-7:30 p.m.
Bayfront Bash

Sponsored by:

Super Lawyers

Wednesday, April 15, 2015 – Conference Day Two

8:00 a.m. Registration Opens
 8:00 a.m. Breakfast in the Exhibit Hall
 8:45 a.m. LMA Annual Report
 9:00-9:30 a.m. LMA Awards Presentation

9:30-10:30 a.m. General Counsel Panel
Panelists:
Joe Otterstetter
 Managing Counsel
 3M Company
Lee Cheng
 Chief Legal Officer, Corporate Secretary and SVP of Corporate Development
 Newegg, Inc.
Additional Panelists to be confirmed.
Moderator:
Catherine J Moynihan
 Senior Director, Legal Management Services
 Association of Corporate Counsel
 10:30-11:15 a.m. Networking and Refreshment Break in the Exhibit Hall

11:15 a.m.-12:15 p.m. Concurrent Breakout Sessions

BD Developing an Ownership Mindset: Techniques for Engaging Partners to Drive a BD Culture

David Freeman
 Chief Executive Officer
 David Freeman Consulting
 Group, LLC

Kurt Kicklighter
 Managing Partner
 McKenna Long
 & Aldridge LLP

Tom Turner
 Managing Partner
 Procopio

PD Managing Marketing & Business Development Talent for High Performance

Jay Connolly
 Global Chief Talent Officer
 Dentons

Vonda T. Hampton
 Director of Marketing
 Miller & Chevalier
 Chartered

Mary K. Young
 Partner
 Zeughauser Group LLC

BoL Pricing and the Role of Marketing

Speakers to be announced.
 Visit www.LMAconference.com for details.

CS Client Expectations in Today's Marketplace

Laura Mehrg
 Partner
 Wicker Park Group

Nathaniel Slavin
 Partner
 Wicker Park Group

12:15-1:30 p.m. Networking Lunch
 1:30-2:00 p.m. Networking for Prizes Announcements in the Exhibit Hall

2:00-3:00 p.m. Concurrent Breakout Sessions

BD Alumni's 4 C's (Community, Culture, Connectivity and Cash)

Vikram Gupta
 Director, Marketing
 Technology & Operations
 Crowell & Moring LLP

Matt Parfitt
 President
 Vuture U.S.

PD The New Operating Prowess Required of Today's Marketing Leaders

Michael J. DeCosta
 Partner
 Caldwell Partners

Jennifer M. Whittier
 Chief Client Relationship
 and Operating Officer
 Cole Valley Software

BoL Spy vs. Spy: Law Firm CI vs. Legal Department Metrics & Intelligence

Patrick J. Fuller
 Director of Corporate Solutions
 TyMetric Legal Analytics

Chris Fritsch
 CRM Success Consultant
 Clients First Consulting

CS Preparing Managing Partners for Meaningful Client Conversations

Panelists:
David Bruns
 Director of Client Services
 Farella Braun + Martel LLP

Erin Corbin Meszaros
 Chief Business Development
 & Marketing Officer
 Sutherland Asbill & Brennan LLP

Beth Cuzzone
 Director of Business
 Development
 Goulston & Storrs

Moderator:
Tara Weintritt
 Partner
 Wicker Park Group

2:15 p.m. Exhibit Hall Closes

3:15-4:15 p.m. Concurrent Breakout Sessions

BD Startup Sense for Law Firms - The Marketers Role in Launching a New Practice Area or Micro Market

Kelly Annis
 Principal
 Branch Communications

Maureen E. Farr
 Marketing Manager
 Greensfelder, Hemker,
 & Gale, P.C.

PD The Roadmap for Your Future: Navigating and Accelerating Your Career in Legal Marketing

Panelists:
Kate Harry
 Recruiting Manager
 J. Johnson Executive Search, Inc.

Nancy Linder
 Chief Financial Officer
 Linder Legal Staffing

Rachel Thompson
 Business Development
 Manager, Baker & McKenzie

Charlotte L. Wager
 Chief Talent Officer
 Jenner & Block

Moderator:
Ian Turvill
 Chief Marketing Officer
 Freeborn & Peters LLP

BoL Permission-based Marketing - One Year After CASL

Jeff Hemming
 Client Advisor
 Tikit

CS Serve First, Sell Second: Building a Client Service Model that Leads to Business Growth

Carrie A. Ephgrave
 Marketing Manager
 Hinshaw & Culbertson LLP

Steven J. Schroeder
 Chief Business Development
 Officer, Hinshaw & Culbertson LLP

Amanda Stiens
 Lead Business Development Manager
 Faegre Baker Daniels

4:15-4:30 p.m. Networking and Refreshment Break
 4:30-5:30 p.m. Closing Session and Conference Wrap-Up
 5:30 p.m. End of Conference

Exhibit Hall Hours

Monday, April 13 – 6:00-7:30 p.m.
 Tuesday, April 14 – 8:00 a.m.-5:30 p.m.
 Wednesday, April 15 – 8:00 a.m.-2:15 p.m.

Breakout Session Key

- BD** Business Development
- BoL** Business of Law
- MT** Marketing Technology
- MC** Marketing Communications
- PD** Professional Development
- CS** Client Service

Conference Speakers



Barbara Abulafia
Director of Marketing & Business
Development, Keker Van Ness



David Ackert
President
The Ackert Advisory



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



Rob Alston
Sales Director, Dockets and
Business Development
Thomson Reuters



Guy Alvarez
Chief Engagement Officer
Good2bSocial



Kelly Annis
Principal
Branch Communications



Nick Araco
President & Chief Executive Officer
The CFO Alliance



Cheryl Bame
Principal
Bame Public Relations



John H. Banks
Chief Operating Officer/Chief Financial
Officer, Benesch



Holly Barocio
Marketing and Communications Manager
Neal, Gerber & Eisenberg LLP



Burkey Belser
President
Greenfield/Belser Ltd.



Janet Bennett
National Manager, Monitor Suite
Thomson Reuters



Vanessa Blum
Editor
The Recorder



Rod Boddie
Principal and Senior
The Wickford Group



Elizabeth A. Boehm
Senior Marketing & Business
Development Manager, Benesch



Susan J. Brelus
Chief Marketing Officer
Thompson Hine LLP



Craig A. Brown
Principal Consultant
Law Vision Group



David Bruns
Director of Client Services
Farella Braun + Martel LLP



Alexandra Buck
Chief Operating Officer and Special
Counsel, Bartlit Beck



Mo Bunnell
Founder and President
Bunnell Idea Group



John M. Byrne
President
Glencoe Media Group



Lee Cheng
Chief Legal Officer, Corporate Secretary
and SVP of Corporate Development
Newegg, Inc.



Jay Connolly
Global Chief Talent Officer
Dentons



Mary Connolly
Business Development and Practice
Group Manager, Goulston & Storrs



Erin Corbin Meszaros
Chief Business Development &
Marketing Officer
Sutherland Asbill & Brennan LLP



John Corey
President
Greentarget



Mary Crane
Principal & Owner
Mary Crane & Associates



Courtney Cregan
Senior Communications Coordinator
Fenwick & West



Darryl W. Cross
Vice President, Performance
Development, LexisNexis



Beth Cuzzone
Director of Business Development
Goulston & Storrs



E. Leigh Dance
President
ELD Project Marketing International, Inc.



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



Michael J. DeCosta
Partner
Caldwell Partners



Timothy Delaney
Chief Marketing and
Business Development Officer
Ballard Spahr LLP



Nate Denton
Managing Director, Creative Services
One North Interactive



Amy Deschodt
Associate Director of Communications
Weil Gotshal



James Durham
Chief Marketing and Business
Development Officer
Littler Mendelson P.C.



Scott R. Emery
Partner
Lynch Daskal Emery LLP



Carrie A. Ephgrave
Marketing Manager
Hinshaw & Culbertson LLP



Maureen E. Farr
Marketing Manager
Greensfelder, Hemker, & Gale, P.C.



John C. Ford
Vice President
Hellerman Baretz Communications



Brad Frederiksen
Chief Information & Knowledge
Management Officer
Faegre Baker Daniels



David Freeman
Chief Executive Officer
David Freeman Consulting Group, LLC



Chris Fritsch
CRM Success Consultant
Clients First Consulting



Geoffrey Frost
Director of Client Development
Bondurant Mixson & Elmore LLP



Patrick J. Fuller
Director of Corporate Solutions
TyMetrix Legal Analytics



Laurie Glover
President
QSTS, Inc.



Tasneem Goodman
Partner
Akina



Melanie Green
Chief Client Development Officer
Faegre Baker Daniels



Brian D. Gross
Partner
Manion Gaynor & Manning



Vikram Gupta
Director, Marketing Technology &
Operations, Crowell & Moring LLP



Julie Gurney
Director of Marketing
Benesch



Rachel R. Guy
Marketing & Communications Manager
Winstead PC



Vonda T. Hampton
Director of Marketing
Miller & Chevalier Chartered



Mark Hanson
Executive Director
Irell & Manella LLP

Conference Speakers cont'd



Elisabet Hardy
Vice President
Product Management and Marketing
Thomson Reuters Elite



Kate Harry
Recruiting Manager
J. Johnson Executive Search, Inc.



Jeff Hemming
Client Advisor
Tikit



Jonathan Hollenberg
Partner
HawkPartners



Terry M. Isner
President, Marketing and Business
Development
Jaffe



Dart Jackson
Associate General Counsel
HealthPort



Douglas R. Johnson
Founder & Managing Director
Catapult Growth Partners



Peter A. Johnson
Consultant
Law Practice Consultants, LLC



James Kane
Behavioral Researcher
Speaker, and Author



Kurt Kicklighter
Managing Partner
McKenna Long & Aldridge LLP



Kelly Klopotek
Chief Business Development Officer
Gray Plant Mooty



Stefanie Knapp
Online Marketing Manager
Allen Matkins



Deborah Knupp
Partner
Akina



Elizabeth Lampert
President
Elizabeth Lampert PR



Arielle Lapiano
Senior Public Relations Manager
Paul Hastings LLP



Cindy Larson
Publisher
Super Lawyers Magazines



Jeff Leitner
Founder, GreenHouse; Founder and Dean
Insight Labs; Partner, Law2023



Nancy Linder
Chief Financial Officer
Linder Legal Staffing



James R. Lynch
Partner
Lynch Daskal Emery LLP



Lauren Macaulay
Business Development Manager
WilmerHale



Stefanie Marrone
Associate Director of Marketing
Communications, Proskauer



Megan McKeon
Senior Marketing Manager
Katten Muchin Rosenman LLP



Deborah McMurray
CEO and Strategy Architect
Content Pilot, LLC



Laura Meherg
Partner
Wicker Park Group



Joseph J. Melnick
Director of Strategic Business
Development, Honigman



Amy K. Miller
Director of Client Relations & Marketing
Cox Smith



Laura Mills
Editor
Chambers USA



Heather L. Morse
Director of Marketing
Hinshaw & Culbertson LLP



Catherine J. Moynihan
Senior Director
Legal Management Services
Association of Corporate Counsel



Jamie Mulholland
Jamie Mulholland Marketing



Ellen R. Musante
Chief Marketing Officer
McKenna Long & Aldridge LLP

Paul Odette
Manager, Product Management
Thomson Reuters Elite



Macy Omer
Marketing Coordinator
Fields Howell



Joseph M. O'Neill
Partner
Marks, O'Neill, O'Brien, Doherty & Kelly

Joe Otterstetter
Managing Counsel
3M Company



Matt Parfitt
President
Vuture U.S.



Robert Pay
Head, Relationship Management
Alvarez & Marsal North America, LLC



Joshua Peck
Senior Public Relations Manager
Duane Morris LLP



Kalev Peekna
Managing Director of Strategy
One North Interactive



Kim Perret
Chief Marketing Officer
Jones Walker



Dan Pink



Molly Porter
Content Marketing Manager
Seyfarth Shaw LLP



Alison Prout
Partner
Bondurant Mixson & Elmore LLP



Ann Rainhart
Chief Talent Officer
Faegre Baker Daniels



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



Chris Rieck
Media Relations Director
McDermott Will & Emery



Pamela K. Roemer
Director of Marketing and
Business Development,
Maslon Edelman Borman & Brand, LLP



Gina Rubel
President/Chief Executive Officer
Furia Rubel Communications, Inc.



Jaron Rubenstein
President
Rubenstein Technology Group



Norm Rubenstein
Partner
Zeughauser Group LLC



William Sailer
Senior Vice President, Legal Counsel
Qualcomm Incorporated



Sally Schmidt
President
Schmidt Marketing, Inc.



Steven J. Schroeder
Chief Business Development Officer
Hinshaw & Culbertson LLP



Elonide C. Semmes
President
Right Hat LLC

Conference Speakers cont'd



Roy Sexton
Senior Vice President, Corporate Affairs
Trott & Trott



John Simpson
Founder, Chief Executive Officer
One North Interactive



Nathaniel Slavin
Partner
Wicker Park Group



Barry Solomon
Chief Marketing Officer
Sidley Austin LLP



Amy K. Spach
Editor/Copywriter
Perkins Coie LLP



Joshua S. Stein
Partner
Goodman McGuffey Lindsey & Johnson LLP



Amanda Stiens
Lead Business Development Manager
Faegre Baker Daniels



Adam Stock
Chief Marketing and Client Services Officer
Allen Matkins



Alycia Sutor
Partner
Akina



Rachel Thompson
Business Development Manager
Baker & McKenzie



Melodie Tilley
Chief Client Development Officer
FordHarrison LLP



Sheila Turner
Media Relations Manager
Thompson Hine LLP



Tom Turner
Managing Partner
Procopio



Ian Turvill
Chief Marketing Officer
Freeborn & Peters LLP



Jae Um
Director of Special Projects
Seyfarth Shaw LLP



Tanya Urban
Executive Director & Business
Development, Gibbs & Bruns LLP



Mark J. Usellis
Chief Strategy Officer
Davis Wright Tremaine LLP



Charlotte L. Wager
Chief Talent Officer
Jenner & Block



Tara Weintritt
Partner
Wicker Park Group



Stephen White
Principal
Greenfield/Belser Ltd.



Jennifer M. Whittier
Client Relationship and Operating Officer
Cole Valley Software



Key Wynn
Corporate Counsel
YKK Corporation



Tiffany Yarde
Marketing Manager
Cohen & Gresser LLP



Mary K. Young
Partner
Zeughauser Group LLC

The entire conference guide in your pocket

Download the free LMA Annual Conference mobile app and take advantage of the social networking function as well as the full schedule of events, speaker information and exhibitor listing. Visit LMAconference.com for details.

Never miss a thing, follow @LMAintl on Twitter

Twitter is LMA's online voice.

Follow [#LMA15](https://twitter.com/LMA15) for the latest conference news including speaker additions, program updates, networking information and special offers.

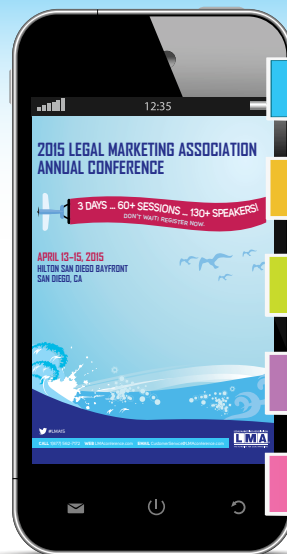


Join the Discussion on LinkedIn

Connect with fellow legal marketers now by searching for the Legal Marketing Association group.



This group is open to anyone, regardless of membership status, and whether or not you will be attending the 2015 LMA Annual Conference. Contribute to the high-level quality discussions that focus on the legal marketing industry.



Conference agenda

Build your schedule and add sessions to your device calendar

Download session materials

Message speakers, attendees, sponsors and exhibitors

Participate in live polling

Social Media Hub:

Hashpi.pe is a real-time collection of #hashtags connected to your brand from social applications Facebook, Twitter, Vine, and Instagram. Norex is proud to partner with the 2015 LMA Annual Conference to bring the conversation online throughout the event. Visit the Hashpi.pe at the social media hub www.hashpi.pe/LMA15 and contribute to the conversation by using the hashtag [#LMA15](https://twitter.com/LMA15).

Developed by:

norex

QuickStart – Legal Marketing Core Competencies

Are you a marketer with less than five years of experience working inside a law firm? Would you like to refresh your knowledge of the core competencies and best practices of legal marketing knowledge? Then LMA's popular QuickStart program is for you. QuickStart is a comprehensive and entertaining one-day program focused on the key marketing and business development issues you face on a daily basis. The speaker faculty offer no-nonsense advice that will challenge you and provide you with practical tools and skills you can apply immediately.

8:00 a.m.

Registration and Breakfast

8:45 a.m.

Co-Chairs' Opening Remarks



Kelly Klopotek
Chief Business Development Officer
Gray Plant Mooty



Amy K. Miller
Director of Client Relations
& Marketing, Cox Smith

9:00 a.m.

Getting a Grip on Law Firm Economics

As a marketing professional, you encourage your lawyers to understand your clients. You must practice what you preach! Your law firm is your client. To achieve your marketing goals, you need to understand:

- The basics of law firm economics
- What drives your firm's profitability
- What financial statements to ask for and how to interpret them
- How resources are allocated
- Where marketing fits in in the eyes of your clients, the lawyers
- Typical components of a marketing budget



Mark Hanson
Executive Director
Irell & Manella LLP

10:00 a.m.

Collaboration and Coexistence among Barristers and 'Baristas'

There is common ground between the barrister and the 'barista'— you just have to know how to find it. [Metaphor: 'barista' - or one who serves - just like marketers do!] It's about identifying and understanding the lawyers' priorities and communication styles while balancing our desires to keep marketing and business development goals on track. This panel will offer practical advice on speaking language lawyers will understand, leveraging generational commonalities, delivering results that will build credibility and establishing a career network. It will also review and respond to real-life "mini case studies" supplied by the session attendees during this highly interactive session.



Gina Rubel
President/Chief Executive Officer
Furia Rubel Communications, Inc.



Heather L. Morse
Director of Marketing
Hinshaw & Culbertson LLP



Megan McKeon
Senior Marketing Manager
Katten Muchin Rosenman LLP



Roy Sexton
Senior Vice President, Corporate Affairs
Trott & Trott

11:00 a.m.

Networking and Refreshment Break

11:15 a.m.

The Power of Relationships: How to Build an Influential Network

One of the most important assets to a successful career is a strong network. But simply having a lot of contacts is not enough. You need to be able to garner influence and loyalty from peers and industry leaders. The question is, how?

In this interactive session, we will share tried-and-true strategies for effective networking so you can more effectively achieve your goals. It will give you a fresh approach with actionable strategies that will improve your ability to build a network that matters.



David Ackert
President
The Ackert Advisory



Tiffany Yarde
Marketing Manager
Cohen & Gresser LLP

12:15 p.m.

Networking Lunch

1:30 p.m.

Keys to Effective Client Communication

No matter what size firm you work for . . . no matter how many attorneys you work with . . . no matter what type of clients your firm targets . . . the one thing everyone has in common is the importance of clear communication. Rapid globalization only makes communication competence more critical.

This is an interactive one-hour presentation that identifies key skills for effective communication, such as:

- Being aware of cultural differences
- Reading non-verbal behavior
- Speaking your client's language

You'll learn some quick tips and techniques that you can use immediately to start communicating for results. And you can share these tips and techniques to help your attorneys start communicating, too.



Laurie Glover
President
QSTS, Inc.

2:30 p.m.

Networking and Refreshment Break

2:45 p.m.

From Sherpa to Guide: Using Lawyer Strengths to Create Law Firm Business Developers

Learn how to go beyond merely responding to lawyer requests for information or collateral and be empowered to take control of your career and establish yourself as a trusted expert providing business development guidance. This session will provide step-by-step guidance on how to help your lawyers bring in more business by leveraging their own unique strengths and by offering tools to help them take responsibility for their own books of business.

Topics include: Overcoming business development obstacles, working with firm financial incentives, working with the lawyer personality, using assessment tools, coaching lawyers to build solid business development habits, creating and using pipelines tools and crafting meaningful annual business plans.



Craig A. Brown
Principal Consultant
Law Vision Group

3:45 p.m.

Go Team (and Me)! Principles of Success in Being Part of a Law Firm's Marketing Efforts

By now, you are aware that you are working in a job unlike any other. And by attending the annual conference, you have a mind to stay and grow in this profession. How do you do just that?

- By identifying proactive ways to work with your client attorneys (and, in some cases, their clients)
- Adopting established principles that will make you a vital team player
- Knowing exactly where the firm's overall goals intersect with your daily activities
- Living a healthy and happy life outside of the firm (which fuels each of the areas above)

This session will help you be the most effective person you can be at the firm while priming you for a successful future anywhere you go.



Jamie Mulholland
Jamie Mulholland Marketing

4:45 p.m.

Wrap Up and Final Q&A

5:00 p.m.

Program Conclusion

Networking Events

See Page 29 for details

5:15 p.m. **First-Timer's Reception**

6:00 p.m. **Welcome Reception**



Impact Marketing for Small and Mid-sized Law Firms

This program is built for the small to mid-sized law firm with a leanly staffed marketing team. This year, we will focus the program on impactful business development marketing activities. In other words, we're going to discuss the business development activities that actually result in new business. You will hear best practices, case studies and war stories from successful rainmakers, GCs and some of the top small/mid-sized firm legal marketing professionals in the legal industry. In lieu of the roundtable discussions we've had in the past, we ask each attendee to bring at least one story about a marketing or business development initiative that resulted in a new client or matter for their firm. Our objective is that every attendee leaves with at least one new idea about how to effectively generate new business.

8:00 a.m.

Registration and Breakfast

8:45 a.m.

Co-Chairs' Opening Remarks



Geoffrey Frost
Director of Client Development
Bondurant Mixson & Elmore LLP



Dart Jackson
Associate General Counsel
HealthPort

9:00 a.m.

Secrets of Successful Rainmakers

Have you ever wanted to know what it is that rainmakers do better than other lawyers when it comes to developing a book of business? This program will look at the specific activities and approaches to marketing and business development used by successful rainmakers and answer questions such as: Is developing business different for litigators? How can I leverage organizational involvement into new business opportunities? How do you find time to practice law?



James R. Lynch
Partner
Lynch Daskal Emery LLP



Geoffrey Frost
Director of Client Development
Bondurant Mixson & Elmore LLP

10:00 a.m.

Creating the Next Generation of Rainmakers

Once you have heard the successful strategies and techniques from some of the best rainmakers in the country, you will find out how to start developing the next generation of rainmakers. We will: 1) analyze the generational changes happening in law firms; 2) analyze how those challenges can be magnified in a small firm; 3) utilize the full resources of the firm; and 4) discover what legal marketing professionals need to do to prepare the their mid-level and junior partners to take over business development duties for the firm.

Panelists:



Alexandra Buck
Chief Operating Officer and
Special Counsel, Bartlit Beck



Tanya Urban
Executive Director & Business Development
Gibbs & Bruns LLP

Moderator:



Barbara Abulafia
Director of Marketing and Business
Development, Kecker Van Ness

11:00 a.m.

Networking and Refreshment Break

11:15 a.m.

Navigating the World of Insurance Defense Work

Insurance defense work is often the life-blood of small and mid-sized law firms, yet you rarely hear about ways to develop new business with insurance companies. You will here. Our panel will include a lawyer who successfully lands and retains insurance work, a law firm marketer who supports a firm targeting insurance companies, and a representative from an insurance company who controls which firms become panel counsel and receive work.

Panelists:



Joseph M. O'Neill
Partner
Marks, O'Neill, O'Brien, Doherty
& Kelly



Macy L. Omer
Marketing Coordinator
Fields Howell

Moderator:



Joshua S. Stein
Partner
Goodman McGuffey Lindsey
& Johnson LLP

12:15 p.m.

Networking Lunch

1:30 p.m.

Lawyers' Expectations of Law Firm Marketers

Having heard from firm marketers, we will surrender the podium to the people who depend on us. Attorneys representing various firms will share real-life stories of how their marketers scored points that mattered: The right idea. The right connection. The right intelligence. All the keys that helped put the ball across the goal line. This illuminating session may plant the seeds for future high-value deliverables that will help you to help your firm prosper!

Panelists:



Scott R. Emery
Partner
Lynch Daskal Emery LLP



Brian D. Gross
Partner
Manion Gaynor & Manning

Moderator:



Alison Prout
Partner
Bondurant Mixson & Elmore LLP

2:30 p.m.

Networking and Refreshment Break

2:45 p.m.

"And That's How We Won This New Business" – Group Discussion

Bring your stories of marketing and business development activities that resulted in tangible success, clear ROI and unquestionably brought in new paying clients to your firm. We'll spend an hour discussing examples of successful business development actions. The goal is that everyone will walk away with a few good ideas to take home and implement.

3:45 p.m.

General Counsel Panel

Gain first-hand insights into the perceived differences between small law firms and large law firms by in-house counsel who hire both. Learn what their criteria are for selecting outside law firms, and ways in which your firm can stand out in the crowd in today's increasingly competitive market.

Panelists:



William Sailer
Senior Vice President, Legal Counsel
Qualcomm Incorporated



Rod Boddie
Principal and Senior
The Wickford Group



Key Wynn
Corporate Counsel
YKK Corporation

Moderator:



Dart Jackson
Associate General Counsel
HealthPort

4:45 p.m.

Wrap Up and Final Q&A

5:00 p.m.

Program Conclusion

Networking Events

See Page 29 for details

5:15 p.m. **First-Timer's Reception**

6:00 p.m. **Welcome Reception**



CMO Summit

Achieving Loyalty:

The secrets to making bad relationships better and good relationships great

When it comes right down to it, a CMO's primary job is managing relationships. Their personal success and the success of their department is directly related to their ability to build and maintain strong and loyal relationships with their staff, with their firm's attorneys, with their managing partners and marketing/BD committees, and with clients, vendors, and strategic allies.

Unfortunately, the daily routine of completing tasks, assigning work, and sitting through endless meetings often leaves little time to develop and master this essential skill. This one-day summit was created by LMA to help CMO's develop and hone those critical relationship skills that too often are neglected or underutilized following a format that will be sure to challenge and improve the most seasoned CMOs as well as those new to the top.

Summit Overview & Benefits

Utilizing interactive group exercises and individual coaching, James, Sue, and Barry will help participants understand the brain science behind true loyalty and the benefits a CMO can receive when they uncover the behaviors that may be negatively impacting their own relationships and those with their staff. Participants will learn new methods and tactics that can make their most important relationships nearly unbreakable. Using examples from actual law firms and legal marketing departments, the goal is to teach participants what to do, not simply what to think, and complete the workshop with both a realistic assessment of their most important connections, along with a personalized Action Plan they can implement right away.

8:00 a.m.

Registration and Breakfast

8:45 a.m.

Co-Chairs' Opening Remarks



Susan J. Brelus
Chief Marketing Officer
Thompson Hine LLP



Barry Solomon
Chief Marketing Officer
Sidley Austin LLP

“ We and many of our peer CMOs have heard nationally renowned expert Jim Kane speak about his research on human behavior that builds and sustains loyalty. In addition to being a hit as our 2012 LMA keynote speaker, Jim has presented to major law firms around the country including our firms, Thompson Hine LLP and Sidley Austin LLP. As CMOs, we strive to build loyalty across our team, and between our team and the lawyers in our firm, not to mention between our lawyers and our clients. We couldn't be more excited that Jim will be adapting his interactive workshop to focus on the unique challenges, and all too frequent pain points, of a law firm CMO. ”

Susan J. Brelus, Chief Marketing Officer, Thompson Hine LLP
Barry Solomon, Chief Marketing Officer Sidley Austin LLP

Summit Outcomes

- Discover the drivers responsible for loyal relationships
- Learn the signals that trigger trust and how the brain processes impressions
- Understand how to establish the critical sense of belonging by demonstrating recognition, insight, proactivity, inclusion, and identity
- Learn how to formulate and execute a relationship strategy and Action Plan
- Learn to make an informed decision about whether, how, and when to invest in specific relationships
- Develop communication skills that engender loyalty
- Determine communication weak spots that could be impacting your relationships
- Learn to improve collaboration methods to build relationships with your team and organization
- Learn to develop loyal client relationships by utilizing a team or organization approach
- Learn to communicate and share relevant information throughout your team and organization

* Lunch will be served at 12:15 p.m. for CMO Summit participants along with a morning and afternoon refreshment break.

*PLEASE NOTE: attendance is limited to qualified applicants who include in-house CMOs, first chair marketing and business development directors. To ensure a collegial, interactive setting, the CMO Summit is limited to 40 participants. For a broad experience base, only one participant per firm may register on a first come, first served basis.

Summit presented by:



James Kane
Nationally Renowned Behavioral Researcher
Speaker, and Author

The author of two upcoming books, *The Loyalty Switch* and *Virtually Loyal*, Kane has worked with every major industry, while advising and training organizations ranging from Global 1000 giants to small, regional companies, non-profits, and professional associations. As one of the most quoted and profiled authorities on loyalty in the traditional mainstream media, as well as niche publications, industry newsletters, and the blogosphere, James has been profiled and quoted in *The New York Times*, *The Wall Street Journal*, *Business Week*, *TIME Magazine*, *the BBC*, and numerous other global and industry publications. He is a frequent guest on CNN, CNBC and FOX Business. A graduate of the University of Notre Dame, James has served as a guest instructor at Harvard University and The Pennsylvania State University.

5:00 p.m.

Program Conclusion

Networking Events

See Page 29 for details

5:15 p.m. **First-Timer's Reception**

6:00 p.m. **Welcome Reception**

Breakthroughs in PR, Content and Communications

The core of legal marketing is communications, which provides marketers with powerful ways to enhance the visibility of their firms' (and lawyers') brands through a variety of mediums, new and old. This one-day, interactive program will explore the critical components of implementing a successful communications strategy using the latest public relations, content marketing and technology tools.

8:00 a.m.

Registration and Breakfast

8:45 a.m.

Co-Chairs' Opening Remarks



Elizabeth Lampert
President
Elizabeth Lampert PR



Stefanie Marrone
Associate Director of Marketing
Communications, Proskauer

9:00 a.m.

How Top U.S. and U.K. Law Firms Rank in Their Use of Social Technology

Attendees will learn the results and findings from a series of studies by Good2BSocial, which were conducted to assess how U.S. and U.K. law firms are currently using and relying on social technologies and practices as part of their business operations. The study reviewed the websites and social media profiles of the 50 largest law firms in the U.S. and the 100 largest law firms in the U.K. across all public platforms, including LinkedIn, Facebook, Twitter, Google+, YouTube, Slideshare and others.



Guy Alvarez
Chief Engagement Officer
Good2bSocial

9:30 a.m.

Why Corporate Journalism?

This interactive discussion will use examples from inside and outside the legal industry to illustrate the increasing use of corporate journalism. The presentation will cover:

- How corporate journalism is gaining traction as a marketing technique.
- Why law firms are uniquely positioned to benefit from corporate journalism.
- Concrete examples of manageable projects that law firm marketing departments can undertake as they begin to experiment with corporate journalism.



John Corey
President
Greentarget

Moderator:



Julie Gurney
Director of Marketing
Benesch



John C. Ford
Vice President
Hellerman Baretz Communications

10:15 a.m.

Visual Storytelling: How to Create Compelling Visual Content

With the rise of the use of social media platforms to distribute content, including Twitter, Facebook, YouTube, Instagram, Pinterest and Vine, our target audiences are engaging more with images, infographics and video than with text alone, providing a powerful opportunity for law firms to use these platforms to differentiate themselves. This session will provide attendees with practical, innovative, actionable and budget-friendly ideas on how to effectively utilize visual content in marketing campaigns.



Stefanie Marrone
Associate Director of Marketing
Communications, Proskauer



Molly Porter
Content Marketing Manager
Seyfarth Shaw LLP

11:00 a.m.

Networking and Refreshment Break

11:15 a.m.

Digital Trends Every PR Professional Must Know in 2015

Will content remain king? How will mobile impact communications? Will Facebook make brands pay to play? This session will explore what is on the horizon in social media so you can adapt your strategy and become the go-to digital expert in your organization.



Courtney Cregan
Senior Communications Coordinator
Fenwick & West



Stefanie Knapp
Online Marketing Manager
Allen Matkins

11:45 a.m.

Turn Your Website into a Powerful Communications Tool

Your website is one of the first places people go to learn more about your firm and lawyers. In today's 24/7 digital world, it's also one of the only places where you have complete control over the content and messaging, giving law firms a powerful opportunity to tell stories and enhance their brands. Using case studies from in and outside the legal industry, our speakers will provide a roadmap for planning and showcasing compelling content and cover how to showcase and obtain more traction on practice descriptions, bios, video, thought leadership and blogs; how to develop a news section that clients and reporters will read; and how to use analytics to drive increased engagement.



Rachel R. Guy
Marketing & Communications Manager
Winstead PC



Jaron Rubenstein
President
Rubenstein Technology Group

12:15 p.m.

Networking Lunch

1:30 p.m.

Create the News Using Your Unique Value Proposition

As communicators, we need to stay apprised of the current news and find ways to raise above the clutter of firms commenting and offering lawyer sources. As communicators we need to produce media pieces that highlight the firm, even when you don't have a billion dollar deal to speak of. This panel will explore innovative ways to create news that catches the attention of reporters, how to personalize the national news and make it relevant to your unique value proposition, get on journalists' and bloggers' source lists and how to effectively create media attention that gets results.



Vanessa Blum
Editor
The Recorder



Chris Rieck
Media Relations Director
McDermott Will & Emery



Elizabeth Lampert
President
Elizabeth Lampert PR

2:15 p.m.

Control Your Online Reputation and Image

Staying connected is commonplace. How do you make sure tools such as Facebook, Twitter, blogs and online videos are used responsibly in the workplace? What do you do if you find negative news about your company online? This panel will address social network boundaries and etiquette along with a conversation about transparency, branding and crisis management, including what to do when things go wrong.



Amy Deschodt
Associate Director of Communications
Weil Gotshal



Sheila Turner
Media Relations Manager
Thompson Hine LLP

3:00 p.m.

Networking and Refreshment Break

3:15 p.m.

Write at the Speed of Now: Power Writing for Law Firm Communicators

Need to get noticed in a world of content overload? Razor sharp writing cuts through weighty words to transform the forgettable into memorable and invites readers to return for more.

In the time it takes to enjoy a cup of coffee, learn to combat dull writing and boost the appeal of your firm's collateral on any platform. This modern spin on classic good writing is filled with practical examples and tips. Legal marketing and PR pros will reacquire themselves with ways to hone words to capture today's easily distracted audiences.



Amy K. Spach
Editor/Copywriter
Perkins Coie LLP



John M. Byrne
President
Glencoe Media Group

3:45 p.m.

The Reporter's Rundown: Insights into the Future of the Media's Coverage of the Law

We will wrap up with a panel of voices from national media organizations. This Q&A format will encourage attendees to question reporters on how to reach out with a new story idea; if a firm's online presence attracts or fails to grab journalistic attention; training the perfect quotable lawyer; and how social media has changed the nature of the journalistic beast. Our moderators will also present the journalists with practice pitches to determine what they would cover and why.



Vanessa Blum
Editor
The Recorder



Moderators:
Cheryl Bame
Principal
Bame Public Relations



Joshua Peck
Senior Public Relations Manager
Duane Morris LLP

Note: Additional journalist speakers to be confirmed

4:45 p.m.

Wrap Up and Final Q&A

5:00 p.m.

Program Conclusion

Networking Events

See Page 29 for details

5:15 p.m. **First-Timer's Reception**

6:00 p.m. **Welcome Reception**

Legal Lean Sigma® and Project Management White Belt Certification Course

Today's legal professionals are faced with new challenges and opportunities to help their firms and departments maximize efficiencies. Whether you are a legal marketer, lawyer or service provider, you are under increasing pressure to develop and employ strategies and tactics based on the client perspective—plus reconnect costs to the value received. Legal Lean Sigma® and Project Management are not just about doing more with less. They are about doing the right things and doing them right. Do you know how much effort it takes to DO and DELIVER your work? Would you like to learn how law firms and legal departments are using process improvement to develop competitive advantages?

Process improvement helps us determine the best way to carry out a certain kind of work to achieve efficiency, excellent quality of work and service, high probability of successful outcomes and predictability. Project management ensures that, for a particular project, we are using our best processes and applying it appropriately to actively manage project to deliver high quality work, on time and under budget.

This one-day, interactive course includes experiential learning, table work and discussions. We use case studies, examples and success stories from law firms and legal departments so that you learn about Six Sigma®, Lean and project management in contexts that are immediately useful and relevant.

This certification program will cover:

- Process Improvement (PI) and Project management: What are they?
- Key process improvement methodologies: Lean, Six Sigma®
- Stages of project management
- The PI framework: DMAIC (Define, Measure, Analyze, Improve, Control)
- Award winning PI/PM programs in the legal profession
- Putting PI/PM together
- Getting started and structuring for success: Common tools and approaches to implementing PI
- Legal Lean Sigma® courses give you proven, disciplined approaches, tools and skills to take your role (and your firm, group or department) to a new level of excellence and profitability.

All participants are eligible for a Legal Lean Sigma® and Project Management White Belt Certification from the Legal Lean Sigma® Institute. More information about LLSI is at www.legalleansigma.com.

8:00 a.m.

Registration and Breakfast

8:45 a.m.

Introduction: Process Improvement and Project Management: What Are They? How Do They Work Together?

9:15 a.m.

Demonstration of a Process – Simulation

9:45 a.m.

Key Process Improvement Methodologies Lean, Six Sigma®, The Framework: DMAIC (Define, Measure, Analyze, Improve, Control)

10:30 a.m.

Networking and Refreshment Break

10:45 a.m.

Stages of Project Management – Lecture, Discussion

11:15 a.m.

Define Phase: Project Charters – Table Work/Exercise

12:15 p.m.

Networking Lunch

1:30 p.m.

How to Build (and Manage) a Fast Process – Video and Discussion

1:45 p.m.

Process Mapping – PI and PM – Table Work/Exercise

2:30 p.m.

Measure Phase: Metrics and Data Gathering – Table Work/Exercise

3:30 p.m.

Networking and Refreshment Break

3:45 p.m.

Getting Started and Structuring for Success: Approaches to PI and PM

4:00 p.m.

Putting PI and PM Together – Group Exercise

4:25 p.m.

Conversations with Clients

4:45 p.m.

Wrap-Up and Closing Remarks

5:00 p.m.

Program Conclusion

Instructor:



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

Catherine is a former corporate counsel and law firm executive who now teaches and provides training and consulting services in process improvement, strategic planning, marketing and business development. A Legal Lean Sigma® Black Belt and a certified Six Sigma® Green Belt, Catherine is the CEO and a founder of the Legal Lean Sigma® Institute, which provides consulting and the first process improvement certifications, courses and consulting services specifically designed for the legal profession. Catherine is an adjunct faculty member at Suffolk University Law School and George Washington University (masters in Law Firm Management program). Catherine is also chief enthusiasm officer of The Mocktail and the Legal Mocktail™, experiential networking training exercises. She also has her own strategic planning, business development training and coaching practice, FIRM Guidance and is a founder of the Legal Sales and Service Organization (LSSO), which annually presents its RainDance Conference. She recently published *Lean Six Sigma® for Law Firms* with Managing Partner and is the co-author of two books: *The Law Firm Associate's Guide to Personal Marketing and Selling Skills* and *The Woman Lawyer's Rainmaking Game*, now in its third edition.

Networking Events

See Page 29 for details

5:15 p.m. **First-Timer's Reception**

6:00 p.m. **Welcome Reception**

"A place where everybody shares their insights and experience and you'll get good programming, no doubt about it. But, you'll mostly meet with a lot of great people who will help you with your career."

James Durham, Chief Marketing and Business Development Officer, Littler Mendelson P.C.

Leadership in Innovation – Preparing for the Next Decade of Opportunity

The stakes for the future of law go far beyond what is measured by today's industry metrics of gross revenues and profits per partner. Law2023 was a year-long innovation study that took a futurist approach to understanding the legal profession by looking 10 years into the future and imagining the technological, economic, social and demographic conditions that will be present. Law2023 partners wrestled with these futurist inputs and created seven innovation design principles that can inspire firms to be ready, relevant and revenue producing in the decade.

This pre-conference program will teach participants how to become "Innovation Architects" and make their firms the place where the most profitable clients want to buy, the most talented people want to work and the most inspired leaders want to serve. At the end of the program, participants will have developed a Personal Innovation Blueprint offering participants a new way to demonstrate go-to leadership and help their firms experience prosperity through innovation.

8:00 a.m.

Registration and Breakfast

8:45 a.m.

Law2023 Background and Innovation and Design Thinking: New Transformational Solutions

This session will set the framework for the seven innovation design principles to build a legal industry that is radically more responsive to the demands of clients and allow marketers to reimagine the value they can contribute to their firm.

Personal Innovation Blueprint

For the remainder of the day, participants will work in small groups to develop a Personal Innovation Blueprint. The format will include an introduction to the opportunity, personal reflection, application and group discussion to identify immediate definitive next steps.

10:00 a.m.

Design Principle 1: Technologies Will Enable Lawyers to Bill for Real Value

Firms will deploy technologies in new ways to provide new platforms to deliver premium insight and wisdom. Leading firms will continue to develop collaborative and self-service technology offerings and introduce solutions to business needs that afford premium billing potential.

Marketing Discipline 1: Technology Marketing

What does it look like to be a marketer of technology? What best practices do technology marketers use that can benefit you?

10:30 a.m.

Design Principle 2: Firms Will Develop Offerings That Transcend Jurisdiction

The nature of jurisdiction is quickly changing due to globalization. Law firm networks and non-traditional legal service providers will redefine how they do business as a result.

Marketing Discipline 2: Consumer Insight and Anthropology Marketing

What do consumer insight marketers know that gives them a competitive advantage? How can ethnographic and anthropological data inform what your firm offers and how it sells?

11:00 a.m.

Networking and Refreshment Break

11:15 a.m.

Design Principle 3: Demand for Responsive Institutions Will Create New Markets for Accountability

Law firms will be required to measure success beyond traditional financial and profitability metrics. Profitability frameworks like triple bottom-line metrics provide new ways to measure and demonstrate value from the client's perspective.

Marketing Discipline 3: Brand and Mission Marketing

How can we capture and effectively communicate our essential brand purpose and mission rather than putting forth a brand statement that lives only on paper? What does brand and mission marketing look like when it works best?

11:45 a.m.

Design Principle 4: Firms Will Tap New Talent and Enable New Pathways to Practice

Firms will continue to create new job titles and career tracks and expand recruiting reach beyond aggressive lateral hiring. Recruiting for new talent will undoubtedly include technology experts, account management professionals and other business advisory capabilities. Workplace standards will become more flexible to attract and retain top talent and may include job sharing and virtual working environments.

Marketing Discipline 4: Talent Marketing

How can marketers better align with their human resources and organizational development counterparts? What insights and best practices from legal services marketing can accelerate top talent recruiting?

12:15 p.m.

Networking Lunch

1:30 p.m.

Design Principle 5: Transparency Will Push Firms to Seek Hyper-Specific Markets

Firms will continue to develop micro-offerings and niche solutions to win and retain business. Niches may also include "service center" teams and will be the result of clients having greater access to objective information about the effectiveness of firms and individuals.

Marketing Discipline 5: Brand Management Marketing

How can legal marketers think and engage like a Proctor & Gamble or Frito-Lay marketer? How do consumer packaged goods marketers leverage strategic planning, advertising and operations planning to bring the right products to market at the right time?

2:00 p.m.

Design Principle 6: Firms Will Launch R&D Departments to Create New Offerings

New productized offerings and R&D functions will develop and implant within firms to explore new ways of practicing law.

Marketing Discipline 6: Product Marketing

How can product marketing principles enable greater planning and execution for introducing new offerings and solutions into the marketplace rapidly? How can legal marketers inspire creative R&D?

2:30 p.m.

Design Principle 7: User Research and Innovation Will Shape Client Experience of Legal Products

Firms will fortify relationships with clients by using financial, relational, competitive and anecdotal intelligence to anticipate a client's future needs. Firms that excel will build client experience playbooks and protocols to be proactively responsive to clients.

Marketing Discipline 7: Loyalty and User-Experience Marketing

How do great marketers build loyalty programs and leverage database marketing? How do law firms out behave the competition through client experience?

3:00 p.m.

Networking and Refreshment Break

3:15 p.m.

The GreatLaw™ Law Firm

This final segment will capture and inventory the large group's insights and wisdom. There will be collective discussion on best practices for the seven innovation design principles and the seven core marketing disciplines as participants confirm their definitive next steps for delivering a triple bottom line at their firms.

4:15 p.m.

Celebration, Accountability and Toast

5:00 p.m.

Program Conclusion

Faculty:



Holly Barocio
Marketing and Communications
Manager, Neal, Gerber & Eisenberg LLP



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



Tasneem Goodman
Partner
Akina



John Simpson
Founder, CEO
One North Interactive



Deborah Knupp
Partner
Akina



Alycia Sutor
Partner
Akina



Jeff Leitner
Founder
GreenHouse; Founder and Dean, Insight
Labs; Partner, Law2023



Jae Um
Director of Special Projects
Seyfarth Shaw LLP

Networking Events

See Page 29 for details

5:15 p.m. **First-Timer's Reception**

6:00 p.m. **Welcome Reception**

General Session

8:00 a.m.
Registration Opens

8:00 a.m.
Breakfast in the Exhibit Hall

9:00 a.m.
Welcome and Opening Remarks



Betsi Roach
Executive Director
Legal Marketing Association



LMA 2015 President
Adam Severson
Chief Marketing & Business
Development Officer
Baker, Donelson, Bearman,
Caldwell & Berkowitz, PC

Conference Co-Chairs



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



Anne Malloy Tucker
Chief Marketing Officer
Hunton & Williams LLP

"This is the tenth conference
I have attended since 2000. I
attend for the keynote speakers,
connecting with colleagues far
and near, venue, and insights
into new trends and directions."

Elli Kertlow
Senior Public Relations Manager
Hunton & Williams LLP

9:15 a.m.

Keynote Speaker – Dan Pink



Leadership and the New Principles of Influence

Leaders at every level today confront two stark realities. First, in these fiercely competitive and endlessly turbulent times, they must do more with less. Second, the old-school management techniques we've long relied on to produce results frequently fail. Enter Dan Pink, best-selling author of *Drive* and *To Sell Is Human*, with a fresh approach.

Drawing on a rich trove of social science and cutting-edge practices from organizations around the world, Pink will demonstrate the new ways leaders are persuading, influencing and motivating others. He will show the power of underused techniques such as perspective-taking, problem-finding and using purpose as a motivator – and offer concrete steps to put these ideas into action.

In this entertaining and provocative presentation, you will learn:

- Why changing people's minds often matters less than giving them an "off-ramp" to act;
- Why the most persuasive leaders aren't introverts or extraverts, but "ambiverts;"
- Three rules for taking the perspective of those you lead;
- How the principles of improvisational theater can help you overcome resistance; and
- Five ways to frame your message for maximum influence.

Hosted by:



Approved by BT

10:15 a.m.

Networking and Refreshment Break in the Exhibit Hall

Everyone Needs a Good Mentor

New
for
2015



This year, the conference has a renewed focus on first-time attendees. The Annual Conference Advisory Committee has instituted an informal mentoring program so that those who attended previous conferences can provide guidance for first-timers to improve their overall experience. The conference does not begin once you get there; rather, the learning and relationship-building should start long before you walk into the Hilton San Diego Bayfront. When registering, attendees can opt-in to the mentoring program that connects mentees to mentors who have a few simple, specific outreach responsibilities. Engaging with the LMA community has tremendous professional and personal benefits, and this effort aims to grow that network one person at a time. For questions, contact Kristy Perkins at: K.Perkins@LMAconference.com.

Concurrent Breakout Sessions • 11:00 a.m. – 12:00 p.m.

BD

The 15 People That Will Make or Break Your Year

A marketing department deals with thousands of prospects, hundreds of clients and dozens of lawyers. For them, the law is a volume business. However, when it comes down to each individual lawyer, the world is very, very small. Sometimes this disconnect between marketers and lawyers makes it hard to get things done.

For a lawyer, there are only 15 people that will make, or break, their year. That's it. Thus, it is important to know how to identify who they are. This list is not static. However, for the purposes of planning business development activities for today, the list is small and finite.

The collection of all of these lists of 15 from each lawyer combine to represent the marketing and business development targets of the entire firm. But, as long as it is still executed by individual lawyers, marketers must still plan with these small circles of influence in mind.

In this session, we will discuss how to identify each type of contact, specific marketing and BD activities for each type and how to constantly refresh the list.

This session will help both parties see eye to eye and focus on execution instead of aspirations.



Darryl W. Cross

Vice President, Performance Development
LexisNexis

MT

The Technology Horizon – Technologies to Keep Your Marketing Relevant

The Gartner Group predicts that by 2017, the CMO will spend more on technology than the CIO. Our future success as marketers is now tied to understanding and mastering online technology because our customers are increasingly getting their information online and living their lives online. This session examines the implications of the pace of technological change, identifies the technology trends and explores the tools that will make us successful.



Adam Stock

Chief Marketing and Client Services Officer
Allen Matkins

Breakout Session Key

BD Business Development

BoL Business of Law

MT Marketing Technology

MC Marketing Communications

PD Professional Development

CS Client Service

BoL

The Role of Marketers in Integrating Law Firm Mergers and Acquisitions

Law firm mergers and practice/attorney acquisitions have become seemingly commonplace in the industry over the last decade. The law firm that has not acquired another firm, been acquired by another firm or acquired a significant team of lawyers is more the exception than the rule. The challenge is integrating new attorneys/firms to gain the most value out of each combination.

This session will focus on:

- A look back at the major firm mergers and acquisitions over the past few years.
- Examples of both successful and sub-optimal integrations, with anecdotes from insiders on what went well and what did not, particularly from a marketing communications perspective.
- A look at factors contributing to successful out-of-industry mergers and integrations.
- Key implications for law firm marketers and steps to take ahead of, during and post-merger to contribute to the successful integration.
- How senior marketers - when included in discussions before the combination reaches final stages - can offer:
 - strategic value with insights, market knowledge and trends.
 - competitive intelligence on the target market/practice/firm.
 - effective integration plans.



Mary Connolly

Business Development and Practice
Group Manager, Goulston & Storrs



Joseph J. Melnick

Director of Strategic Business
Development, Honigman



Jonathan Hollenberg

Partner
HawkPartners



Ellen R. Musante

Chief Marketing Officer
McKenna Long & Aldridge LLP

MC

Content Strategy is the New Kale

In the same way that kale now pops up on every menu these days, "content strategy" is the marketer's topic du jour. The problem is that talking about it isn't driving firms to embrace it.

"Content strategy" assumes two facts:

1. A top-down definition of the areas for which the firm wishes to be known, accompanied by an equally strong commitment that the firm won't feature everything else in an egalitarian effort to be all things to all people.
2. The proliferation and prioritization of content in primarily the areas for which the firm is seeking to enhance its brand equity.

To demonstrate that this is as much a strategic and political issue as a marketing one, consultants Norm Rubenstein, Deborah McMurray, Elonide Semmes and Leigh Dance have created a fictional law firm and designed a special website to illustrate how content strategy works when it starts with and supports firm strategy. An interactive session, they will provide specifics on how content strategy can help achieve a firm's business goals. You will hear what buyers have told them about how firms can "prequalify" themselves for prospects looking to find new counsel, and much more.



E. Leigh Dance

President
ELD Project Marketing International, Inc.



Norm Rubenstein

Partner
Zeughauser Group LLC



Deborah McMurray

CEO and Strategy Architect
Content Pilot, LLC



Elonide C. Semmes

President
Right Hat LLC

12:00-1:30 p.m.

Networking Lunch

During lunch, tables will be reserved for each of LMA's Shared Interest Groups (SIGs). Take advantage of the opportunity to network with your SIG colleagues, or if you aren't a member of a SIG yet and would like to be, join a table to learn more.

For more information on LMA's SIGs, visit www.legalmarketing.org/SIGs.

Concurrent Breakout Sessions • 1:30 – 2:30 p.m.

BD

Keep Your Eye on the Ball: What Every Good Coach Tells His or Her Players and What Every Player Expects of a Coach

This session will bring together an external business development coach, a senior marketing and business development professional and the COO/CFO of a law firm who will discuss why it's important to not only have metrics for a coaching program, but how to predict success from time, energy and dollars invested. It's a team effort to successfully advance an attorney - and the lineup on this panel has the playbook to get them there.

Key takeaways:

- Learn best practices for launching a coaching program, from getting buy-in within the firm, to selecting participants, to building momentum and keeping it going.
- Discover ways to turn coaching participants into top producers who help drive the firm's revenue - and how you can use metrics to evaluate your program's ROI.
- Hear how the firm's marketing team and senior management are key to facilitating a coaching program and ensuring the participants hit it out of the park.

Panelists:



John H. Banks
Chief Operating Officer/
Chief Financial Officer, Benesch



Elizabeth A. Boehm
Senior Marketing & Business Development Manager
Benesch



Peter A. Johnson
Consultant
Law Practice Consultants, LLC

Moderator:



Mark J. Usellis
Chief Strategy Officer
Davis Wright Tremaine LLP

BoL

Law Firm Operations – The Change Agent Behind the Scenes in Today's Law Firm

Competing for and retaining excellent talent. Setting a firm apart through client service and excellent lawyering. Building a strong infrastructure and business.

These are regular topics of discussions and focuses in law firms. Most law firms have established tactics or programs to attempt at least most of them. Some firms attempt all of them, including a combination with another firm. However, in most cases, they are simply words. They are simply words unless people come together and successfully execute an integrated plan. They are simply words if the plan doesn't succeed.

During the recent combination of Faegre Baker Daniels, the operations executive team was tasked with integrating the entire infrastructure of the firm. They were also tasked with ensuring best practices were imbedded in every decision, every process, every program. The five-person executive team came together in a powerful way, continuing to work in the same way today, taking collaboration and teamwork to a whole new level. Learn how they did it, lessons they learned along the way, what it means to be a highly functioning team, how that looks on a daily basis and the impact they are making on their firm.



Brad Frederiksen
Chief Information and Knowledge
Management Officer
Faegre Baker Daniels



Ann Rainhart
Chief Talent Officer
Faegre Baker Daniels



Melanie Green
Chief Client Development
Officer, Faegre Baker Daniels

MT

Creating Natively Digital Brand Experiences

The rising dominance of digital marketing - whether via web, email, social or mobile - makes it more important than ever that your firm's brand expression receive continual care and extension. And yet, most legal marketers inherit the brand that they champion from a pre-digital era. Even the clearest guidelines for elements like logo treatment and Pantone palette don't account for new digital contexts where brand communication is inherently more vibrant and dynamic. A compelling brand in the digital era must break out of a static, ad-driven definition to drive everything from social thumbnails and mobile typography to overall content strategy.

In this session, we'll start with the basics: What key components make up a digital brand? How can firms ensure their digital brand is communicated effectively? We'll provide both in and out of industry examples of how businesses are maintaining brand consistency in content, typography, imagery and more. With key examples and some handy tricks and tools along the way, you'll come away with a thorough understanding of how you can extend your brand into the interactive world.



Nate Denton
Managing Director, Creative Services
One North Interactive



Kalev Peekna
Managing Director, Strategy
One North Interactive

"The quality and level of programming was excellent. There were more advanced topics than previous years and the speakers were well-vetted."

Gina Rubel, Esq., President/Chief Executive Officer, Furia Rubel Communications, Inc.

MC

Big Ideas from Not-so-big Law Firms: Case Studies from Mid-sized Firms

You don't have to work at a big law firm to have a great marketing and business development program. Although staffs and budgets may be smaller, there are plenty of innovative and successful programs underway at mid-sized, regional and boutique law firms.

In this session, in-house marketers at three mid-sized law firms will showcase creative and effective marketing/business development programs underway:

- FordHarrison: LEAP: An attorney coaching and training program with measurable results
- Graydon Head: Making the transition from marketing to business development
- Maslon Edelman Borman & Brand: A holiday initiative that engages lawyers, staff, clients and the community

The program will be moderated by Sally Schmidt, who has worked extensively with mid-sized law firms on their marketing and business development initiatives.

Panelists:



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



Pamela K. Roemer
Director of Marketing and Business Development
Maslon Edelman Borman & Brand, LLP



Melodie Tilley
Chief Client Development Officer
FordHarrison LLP

Moderator:



Sally Schmidt
President
Schmidt Marketing, Inc.

Concurrent Breakout Sessions • 2:45 – 3:45 p.m.

BD

Lessons Learned: Applying Sales Models from Other Professional Services Sectors

We've all heard it before: "I'm a lawyer, not a salesman!" But the fact is that in these tough times, every single person at the firm must be part salesman if the goal is to grow the business. This session looks at several different services industries to identify commonalities that will help you build a sales-oriented strategy that works. In addition, the panel will discuss the sale models based on other industries that have been put into place at several Am Law 100 firms.

Panelists:



Nick Araco
President & Chief Executive Officer
The CFO Alliance



Mo Bunnell
Founder and President
Bunnell Idea Group



Robert Pay
Head, Relationship Management
Alvarez & Marsal North America, LLC

Moderator:



Douglas R. Johnson
Founder & Managing Director
Catapult Growth Partners

PD

The Changing Role of the Chief Marketing Officer

Digital marketing is revolutionizing how firms communicate with clients and prospects. New channels for communication and big data are giving rise to a new title, chief marketing technology officer (CMTO). Unlike a traditional CMO who uses left-brain thinking to deliver creative campaigns, the CMTO uses right-brain thinking to process vast amounts of data from various sources in order to make accurate and actionable decisions – delivering highly targeted multichannel messaging to the right people at the right time.

In a recent survey of over 160 marketing executives, Spencer Stuart determined that roughly 70% believed that creativity was just as important as analytical ability. While only 19% believed that their teams were prepared for the convergence of marketing and information technology. Those that can bridge the gap are in high demand. Are you ready? In this session, we will define the new role of CMTO and explore simple ways traditional marketers can meet the demand for right-brain thinking.



Stephen White
Principal
Greenfield/Belser Ltd.

MT

Business Development Steps up its Game with Mobile Delivery of Intelligent Data

Join us for a discussion on the growing importance of intelligent data to drive business development. This session will focus on the following topics:

- The evolution of intelligent data and its growing place in law firm business development
- How mobile will catalyze the adoption of business development technology through anytime, anywhere access to key insights
- Use cases for delivering market and firm data in new and intuitive ways, including methods to show lawyers "what's in it for them"



Elisabet Hardy
Vice President, Product Management and Marketing
Thomson Reuters Elite

Paul Odette
Manager, Product Management
Thomson Reuters Elite

MC

Advancing Communication: The Story of the Value

In today's legal marketing environment, technical explanations of lawyers' accomplishments and the clients for which those are achieved are commonplace. Dry, but accurate, is the norm. Given most lawyers at most firms adopt this method of messaging, the technique causes dilution and anonymity. Most law firms have: a former Supreme Court clerk; won on motion to dismiss; successfully prosecuted a patent; closed a transaction; and provides regulatory advice, to name a few of the "differentiators" we commonly see in practice descriptions, biographies, firm accomplishments and so on. Memorable? Only in that they are staples of our websites and marketing materials and likely will continue to be for the foreseeable future. However, does this method need to be the entire lexicon we use to communicate our experiences? Certainly not, as there is a better way. The art of storytelling can help legal marketers and our lawyers communicate in a way that is captivating, easily understood and, importantly, memorable. It allows us and our attorneys to connect to people on an emotional level to inspire, motivate and persuade our audience into action.



Timothy Delaney
Chief Marketing and
Business Development Officer
Ballard Spahr LLP



Terry M. Isner
President, Marketing and
Business Development
Jaffe



Lauren Macaulay
Business Development Manager
WilmerHale

Breakout Session Key

BD Business Development

BoL Business of Law

MT Marketing Technology

MC Marketing Communications

PD Professional Development

CS Client Service

3:45-4:30 p.m.

Networking and Refreshment Break in the Exhibit Hall

"This was a wonderful first-time experience for me. I am excited to be a member of LMA."

LMA Annual Conference
First-Timer

Concurrent Breakout Sessions • 4:30 – 5:30 p.m.

BD

45 Things Your Junior Associates Need to Know About Building Relationships in 60 Minutes

At last year's LMA Annual Conference, Mary Crane presented an immensely popular session, "45 Things Your Junior Associates Need to Know About Networking in 60 Minutes." This year, she discusses specific actions junior associates must undertake after networking events to transform their new contacts into future clients. With the aid of the DISC behavioral style assessment, she'll help you understanding the natural strengths each of your junior associates brings to the relationship-building process. Then Mary will show you how your associates can "switch how they pitch" to the various style preferences of their new contacts.



Mary Crane
Principal & Owner
Mary Crane & Associates

PD

Looking Back to Look Forward

LMA Hall of Famers share decades of experience as pioneers in legal marketing to guide your career to its pinnacle. Burkey Belser will share his experience looking from the outside in. Jim Durham and Kim Perret will offer career advice looking from the inside out. You will learn:

- How to draw on the power of your network
- The three things that can make or break your career
- The only thing that matters
- How to play a valued role in a legal marketing department
- The fall of the gavel and the rise of stock: how to create great marketing communications
- How to make a friend of your creative agency



Burkey Belser
President
Greenfield/Belser Ltd.



James Durham
Chief Marketing and Business
Development Officer
Littler Mendelson P.C.



Kim Perret
Chief Marketing Officer
Jones Walker

MT

Building a Strong Intelligence Framework: Best Practices in Data Gathering

The legal industry is in unprecedented change. With it has come fierce competition that has raised the importance of good execution of BD strategy within law firms.

With the ever-growing amount of data the challenge now is to make sure that we not only manage good data; but combine it with good analysis and judgment and also ensure good process. When this happens, law firms can leverage actionable intelligence for a competitive advantage. Attendees will work collaboratively to create client profiles based on provided real-world business development scenarios. This will be a fun and interactive way to illustrate how a good process and accurate data tools are important to support any intelligence framework strategy.



Rob Alston
Sales Director, Dockets and
Business Development
Thomson Reuters



Janet Bennett
National Manager, Monitor Suite
Thomson Reuters

MC

The Do's and Don'ts of Successful Nominations

Law firms of every size are relying on awards and rankings to stand out from the crowd. As legal practices are getting more competitive, rankings show prospective associates, lateral hires and clients why the firm they choose is the best in the industry. Firms and the professionals responsible for the rankings face an increasing pressure to respond to the dozens of requests from publications like Chambers, Super Lawyers and Law360. Hear from your colleagues responsible for the rankings on the best practices for developing an effective system for responding as well as secrets to ranking success from people who review them.



Arielle Lapiano
Senior Public Relations Manager
Paul Hastings LLP



Laura Mills
Editor
Chambers USA



Cindy Larson
Publisher
Super Lawyers Magazines

6:00 – 7:30 p.m.

Bayfront Bash Sponsored by: Super Lawyers®



General Session

8:00 a.m.
Registration Opens

8:00 a.m.
Breakfast in the Exhibit Hall

8:45 a.m.
LMA Annual Report

9:00 a.m.
LMA Awards Presentation

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

LMA Hall of Fame Award

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

Your Honor Awards

The LMA Your Honor Awards is the longest running annual national award program recognizing excellence in legal marketing.

Rising Star Award

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

Outstanding Chapter Award

The LMA Outstanding Chapter Award recognizes superior chapter performance based on objectively measured results.



9:30 a.m.

General Counsel Panel

Developed by:



How We Buy What We Sell – and How That's Changing

You already know plenty about "The New Normal" and how law firms are adjusting, but corporate legal departments are not standing still either. This year's GC panel will share Association of Corporate Counsel (ACC) data and the perspective of senior in-house counsel on trends in law firm selection processes, outside counsel management, and unbundling and in-sourcing work. You will have a chance to take a look "under the hood" at how legal services purchasing decisions are made and external resources are managed, including discussion of how "switching costs" from an incumbent law firm are considered, the role of Procurement, how success is measured (including how the managers of outside counsel are evaluated), and more through open Q&A.

Panelists:

Joe Otterstetter
Managing Counsel
3M Company



Moderator:

Catherine J. Moynihan
Senior Director, Legal Management Services
Association of Corporate Counsel



Lee Cheng
Chief Legal Officer, Corporate Secretary and SVP of Corporate Development
Newegg, Inc.

Additional panelists to be confirmed.

10:30 - 11:15 a.m.

Networking and Refreshment Break in the Exhibit Hall

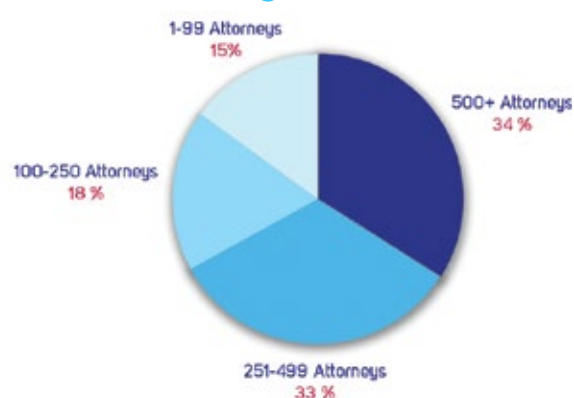
Attendee Demographics

The LMA Annual Conference is the largest event for legal marketing and business development professionals, attracting attendees from law firms large and small, domestic and international, and all levels of experience and focus. The opportunity to collaborate and share ideas is unparalleled.

Attendees by Title



Attendees by Law Firm Size



Concurrent Breakout Sessions • 11:15 a.m. – 12:15 p.m.

BD

Developing an Ownership Mindset: Techniques for Engaging Partners to Drive a BD Culture

While partners/shareholders are technically co-owners of the firm, many do not play the role of trustees of its present and future health. During this program, managing partners will explore approaches to increase organizational awareness and action from partners, which can lead to greater teamwork, client focus, revenue, growth and profitability. Topics will include:

- Nurturing an ownership mentality
- Accessing the inner entrepreneur of our lawyers
- Conducting effective business development planning
- Techniques for increasing client loyalty
- Approaches for pursuing new work
- Developing lawyers as effective leaders and managers
- Practices for driving implementation



David Freeman

Chief Executive Officer
David Freeman Consulting Group, LLC



Kurt Kicklighter

Managing Partner
McKenna Long & Aldridge LLP



Tom Turner

Managing Partner
Procopio

BoL

Pricing and the Role of Marketing

This session is designed to help legal marketers better understand law firm pricing and take advantage of pricing as a marketing and business development tool. It will examine how a firm can start and build out a pricing program, from the approach of where to start to tips on attaining success. Everything from the skills and tools needed, to the process of proposing, reviewing, approving and pitching pricing deals will be covered. For those in marketing looking to take a more active role in pricing, this will give you the tools to move forward.

Speakers to be announced. Visit www.LMAconference.com for details.

CS

Client Expectations in Today's Marketplace

Wicker Park Group consultants interview hundreds of clients each year on behalf of law firms located around the world. The interviewees include business owners, company executives and in-house counsel representing a wide range of industries. Taken together, the interviews offer unique insights into the essential expectations that build strong client relationships regardless of location, industry or client history.

This program will highlight the most common themes in client expectations, including the complaints and praise—both big and small—that clients identify as greatly impacting the well-being of their outside counsel relationships. In addition, Wicker Park Group partners will explain what clients think about client feedback, why it's critical to consistently seek their input, the global trends in client feedback and best practices from successful client feedback and client service programs in law firms.



Laura Meherg

Partner
Wicker Park Group



Nathaniel Slavin

Partner
Wicker Park Group

12:15-1:30 p.m.

Networking Lunch

1:30-2:00 p.m.

Networking for Prizes Announcements in the Exhibit Hall

Each year, the LMA service provider community raffles off great prizes to eligible in-house marketing and business development professionals attending the conference. Networking for Prizes is a fun activity that is designed to expose attendees to the variety of service providers who participate.



Breakout Session Key

BD Business Development

BoL Business of Law

MT Marketing Technology

MC Marketing Communications

PD Professional Development

CS Client Service

Concurrent Breakout Sessions • 2:00 – 3:00 p.m.

BD

Alumni's 4 C's (Community, Culture, Connectivity and Cash)

Nearly every firm in the AMLaw 200 has an alumni program of some description, but is it in the corner gathering dust or is it a living, breathing source of referrals and direct engagements?

Matt Parfitt and Vik Gupta will present best practice and the Crowell & Moring case study on developing a business development led alumni program, from setting clear objectives and strategy, to effective execution, attorney involvement, measurement and ultimately business growth.

The central theme of the discussion will be how marketing technology and automation underpins an alumni program while keeping the attorney, their valuable relationships and the business development goal at the core. The audience will get an understanding on how to strategically plan an alumni program, hear best practices using Crowell & Moring's approach as a case study and learn how technology unlocks the alumni business development potential at scale.



Vikram Gupta

Director, Marketing Technology & Operations
Crowell & Moring LLP



Matt Parfitt

President
Vulture U.S.

BoL

Spy vs. Spy: Law Firm CI vs. Legal Department Metrics and Intelligence

It's a classic tale of intrigue: over the past decade, while law firms have been focusing on competitive intelligence to bring in new clients and gain an advantage, their counterparts inside corporate legal departments have been countering by aggressively investing in CI in an effort to run their legal departments as businesses.

This program will crack the code on legal CI and highlight some key metrics and initiatives of both law firms and in-house legal departments. It will also highlight some of the operations and strategies they are using for achieving them. This panel of CI provocateurs will also include real-world perspectives provided by professionals who work undercover as law firm CI analysts, in-house counsel and/or procurement officers.



Patrick J. Fuller

Director of Corporate Solutions
TyMetrix Legal Analytics



Chris Fritsch

CRM Success Consultant
Clients First Consulting

CS

Preparing Managing Partners for Meaningful Client Conversations

Managing partner and leadership visits are valued by clients and critical to a law firm's ongoing client feedback efforts. When done well, clients are dazzled by the attention and become increasingly loyal to the firm. Unfortunately, most law firms do not seek any type of client feedback despite proven benefits to the bottom line. According to a study conducted by Wicker Park Group in conjunction with LexisNexis Martindale-Hubbell, 52% of firms surveyed globally do not conduct client feedback programs, and 59% of the firms not seeking feedback say it is not a priority for firm leadership.

Managing partners erroneously assume their attorneys are getting all of the necessary client feedback without any formal process in place. And many law firm marketing professionals admit their managing partners are guilty of conducting "drive-by client visits" and confusing social or sales calls with client feedback efforts. When a formal interview is conducted, clients offer concrete, valuable information that improves the relationship and builds more business. This program will outline best practices, tips and tactics from marketing professionals who have successfully prepared their firm leaders to take client interactions to the next level.

Panelists:



David Bruns

Director of Client Services
Farella Braun + Martel LLP



Erin Corbin Meszaros

Chief Business Development & Marketing Officer
Sutherland Asbill & Brennan LLP



Beth Cuzzone

Director of Business Development
Goulston & Storrs

Moderator:



Tara Weintritt

Partner
Wicker Park Group

PD

The New Operating Prowess Required of Today's Marketing Leaders

New procurement models are impacting the way legal services are bought, sold and delivered. These models are redefining the business relationship between law firms and their clients and are putting new demands on marketing and business development leaders. There has been a shift from traditional marketing communication responsibilities toward business development proficiency. A heightened expectation has emerged that these leaders show impact on revenue growth, profitability and market share, i.e. a measureable return on marketing expenditures.

Marketing leaders are expected to maintain the same high level of customer responsiveness to partners while managing a large, diverse group responsible for designing both bespoke solutions and creating firm-wide systems to create replicable sales pursuit and RFP response methodologies.

Despite years of accrued knowledge and success, many experienced legal marketing leaders are losing out in the competition for coveted CMO/CBDO positions at AMLAW100/200 firms to candidates hailing from other industries and other parts of the world where more advanced business development models exist. Knowing what prospective employers are expecting out of their next CMO/CBDO is "half the battle" in understanding your perceived value and employability for top positions at big law firms.



Michael J. DeCosta

Partner
Caldwell Partners



Jennifer M. Whittier

Chief Client Relationship and
Operating Officer, Cole Valley Software

"Best programming we have had in several years. Loved that we bookended the conference all together in one room. GREAT job."

Kathryn Whitaker
Business Development Specialist
K&L Gates LLP

2:15 p.m.

Exhibit Hall Closes

Breakout Session Key

BD

Business Development

BoL

Business of Law

MT

Marketing Technology

MC

Marketing Communications

PD

Professional Development

CS

Client Service

Concurrent Breakout Sessions • 3:15 – 4:15 p.m.

BD

Startup Sense for Law Firms – The Marketers Role in Launching a New Practice Area or Micro Market

Entrepreneurialism is growing within law firms large and small. Firms are adapting quickly to shifting business sectors, providing new services or expanding into new practices and attorneys are identifying unique opportunities to enter specialized markets. In these scenarios, the firm, practice group and/or attorney become entrepreneurs, launching a startup practice.

As the marketing professional, what is your role in this startup scene?

Join us for a discussion of the intricacies of launching a new practice. We will dive into the marketer's role - making a business case for the new practice, conducting due diligence and evaluating external factors affecting a practice launch, capturing expertise and analyzing internal resources, and finally drafting a marketing and business development plan for the launch and continued growth of the practice.

While most firms turn to their marketing professionals for assistance in this last stage only, we will share insights into how you can elevate the discussion, help the firm operate more efficiently, and become a strategic business partner through your involvement in the startup from day one.



Kelly Annis
Principal
Branch Communications



Maureen E. Farr
Marketing Manager
Greensfelder, Hemker, & Gale, P.C.

BoL

Permission-based Marketing – One Year After CASL

As we approach the one year mark with CASL, how has it impacted firm's permission-based marketing approaches? Looking for more effective ways of connecting with clients? Know your marketing spam, antivirus and ethics laws. As simple as it sounds, the most immediate thing that firms can do to cut through the clutter of trying to better reach their clients is move to an opt-in methodology for all communications. The leading-edge firms understand this but many firms still struggle with it. This session will look at modern legislation and jurisdictional rules that apply to legal marketers' ability to effectively communicate with their targets including U.S. and Canada's Anti-Spam Legislation (CASL) and the latest marketing ethics rules.



Jeff Hemming
Client Advisor
Tikit

CS

Serve First, Sell Second: Building a Client Service Model that Leads to Business Growth

This panel discussion will focus on how the implementation of client service teams and feedback programs can lead to strong, long-term business partnerships that are also profitable for your firm. Learn how to design an effective implementation process for client service teams and feedback programs for any firm size, enabling buy-in from firm leadership from the outset. Attendees will leave armed with ready-to-use tips and tools to help individual attorneys turn client interactions into business development opportunities.



Steven J. Schroeder
Chief Business Development Officer
Hinshaw & Culbertson LLP



Carrie A. Ephgrave
Marketing Manager
Hinshaw & Culbertson LLP



Amanda Stiens
Lead Business Development Manager
Faegre Baker Daniels

4:15-4:30 p.m.

Networking and Refreshment Break

4:30-5:30 p.m.

Closing Session and Conference Wrap-Up

Concluding the 2015 LMA Annual Conference will be an interactive program that reviews the key themes and takeaways identified during this year's educational sessions. Hosted by the LMA 2015 president and conference co-chairs, this is an opportunity to gain insight into the breakout sessions you didn't attend and identify strategic and tactical next steps to implement some of the ideas you've heard when you return to the office.

PLUS – Win a complimentary registration to the 2016 LMA Annual Conference.

Attendees of this session will be entered into a raffle for a complimentary registration to next year's Annual Conference in Austin, Texas. The drawing will take place at the end of the session, and you must be present to win.

5:30 p.m.

End of Conference

"Three days to learn from
each other and be inspired
by each other. There's
nothing like this out there."

Jeanne Hammerstrom
Chief Marketing Officer
Benesch

PD

The Roadmap for Your Future: Navigating and Accelerating Your Career in Legal Marketing

Career advancement during the early stages of your career in the field of legal marketing involves many considerations.

Our panel is drawn from a range of individuals with responsibility for selecting, developing, nurturing and advancing legal marketers. In addition to questions from the moderator, attendees will have the opportunity to pose questions directly to the members of the panel.

This is a must-attend for anyone who wants to see his or her career grow rapidly over the next one to three years. If you are a senior marketer, we encourage you to invite your legal marketing mentees to join you at a constructive and energizing program.

Panelists:



Kate Harry
Recruiting Manager
J. Johnson Executive Search, Inc.



Rachel Thompson
Business Development Manager
Baker & McKenzie



Nancy Linder
Chief Financial Officer
Linder Legal Staffing



Charlotte L. Wager
Chief Talent Officer
Jenner & Block

Moderator:



Ian Turvill
Chief Marketing Officer
Freeborn & Peters LLP



Sponsors & Exhibitors

Thank you to our sponsors and exhibitors for

Lead Sponsors:



Sponsors:



How to Sponsor

We work closely with clients to create the perfect business development solution catered to the needs of your organization. We will engage with you in your long-term strategic goals and translate them into branding, thought leadership or networking solutions that enable you to meet your target audience and derive the most value from your conference experience. To learn more about becoming a member of the 2015 LMA Annual Conference Sponsorship Faculty, please contact:

Esther Fleischhacker
Senior Business Development Executive, Special Projects
212.352.3220 x 5232 | e.fleischhacker@LMAconference.com

supporting the 2015 LMA Annual Conference.

Exhibitors:



Event Partners



The American Association of Law Libraries was founded in 1906 to promote and enhance the value of law libraries to the legal and public communities, to foster the profession of law librarianship, and to provide leadership in the field of legal information. Today, with nearly 5,000 members, the Association represents law librarians and related professionals who are affiliated with a wide range of institutions: law firms; law schools; corporate legal departments; courts; and local, state and federal government agencies. For more information, visit www.aallnet.org



Founded in 1971, the Association of Legal Administrators (ALA) is the largest international association providing support to professionals involved in the management of law firms, corporate legal departments and governmental agencies. With nearly 10,000 members, ALA is the connection to knowledge, resources and networking. For more information visit www.alanet.org.



Published by the Daily Journal Corporation, *California Lawyer* is the nation's leading legal magazine covering the most dynamic legal market. Every month, we provide timely analysis, in-depth features and news that our readers can use on a wide range of topics, including practice management, e-discovery, corporate law, and social media. We also regularly publish excerpts from our widely acclaimed Legally Speaking talk show series, which showcases the most interesting lawyers and judges in the world. To date, the magazine has won an unprecedented 71 Maggie awards from the Western Publications Association for excellence in editorial content and design. We have also won national honors from the American Society of Business Publication Editors (Azbee Awards), Folio Magazine (Eddie Awards), and the Society of Publication Designers. For more information, visit us at www.callawyer.com.



For over three decades, ILTA (International Legal Technology Association) has provided peer-networking and information resources to those who support technology in law firms and law departments worldwide. An ever-growing membership base; bigger and better annual conferences; more meetings, webinars and other peer networking opportunities; a greater number of white papers and surveys and more volunteer authors are just some of the reasons ILTA is so successful. For information about ILTA, visit www.iltanet.org.



Since 1997, LawMarketing.com has been the premier resource attorneys and legal marketers turn to for information on the business side of law. LawMarketing.com's commitment is to provide high-quality marketing and business development content that will support small to medium sized law firms with attracting more business and generating more revenue. Visit www.LawMarketing.com/lma to receive your own copy of the "7 Tips to Creating Blog Content That Makes Prospects Want to Read!" video recording, transcript and checklist.



The Legal Marketing Blog began on January 5, 2005 and is the longest running blog dealing specifically with legal marketing. Besides those subscribing by RSS, the blog has hundreds of readers who signed up to receive posts by email. There are nearly 1,000 posts dealing with marketing issues. Its audience runs the gamut from solo practitioners to partners in large law firms. The blog focuses on marketing and business development best practices by providing tips and techniques for lawyers, practice groups and firms. For nearly a decade it has been listed in the top five in Google searches for "Legal Marketing", and most often No. 2 after the Legal Marketing Association trade organization. For more information, visit www.legalmarketingblog.com.



Law Firm Media Professionals (LFMP) is a national association of in-house and outside media and marketing professionals dedicated to improving how they deliver public relations and communications services to the law firms they serve. LFMP – launched in NYC in 2002 by in-house PR pros Joshua Peck of Duane Morris (still the president) and Dara McQuillan, now of the World Trade Center—provides members with a forum to exchange ideas, experiences and information on a variety of communications and media issues. Guest speakers have included top business and legal journalists from the United States and abroad; leading litigation and corporate lawyers; media training specialists; authors, and others. Chapters have since launched in Washington; Boston; Houston; Los Angeles; Minneapolis/St. Paul; San Francisco; London and Chicago. For more information, visit www.lfmp.org, and sign up for the group's meeting notices and job postings.



The Legal Sales and Service Organization (LSSO) is the legal industry's only organization exclusively focused on sales, service excellence and process improvement. LSSO's annual RainDance Conference is also the place where sophisticated professionals and industry thought leaders turn for their own professional development. For more information, visit www.legalsales.org.

About LMA

The Authority for Legal Marketing

LEGAL MARKETING ASSOCIATION



THE AUTHORITY FOR LEGAL MARKETING

The Legal Marketing Association (LMA) is the universal voice of the legal marketing and business development profession, a community that brings together CMOs to entry-level specialists from firms of all sizes, consultants and service providers, lawyers, marketers from other professions and marketing students to share their collective knowledge. A not-for-profit organization, LMA provides our community with vital and timely information on a wide variety of legal marketing issue to help them grow professionally and personally. LMA members have access to a wealth of resources and tools, including: access to national and regional education programs; a subscription to *Strategies – The Journal of Legal Marketing*; monthly and weekly e-newsletters; an online job bank; industry-specific market research; timely and thought-provoking white papers; and much more.

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

Networking Opportunities

IN THE SPIRIT OF THE LMA COMMUNITY...

Enjoy a wealth of **networking opportunities** with peers and potential mentors.



Monday, April 13 from 5:15 – 6:15 p.m.
First-Timer's Reception

The First-Timer's Reception is designed to welcome those who have not attended the LMA Annual Conference before. Use this reception as an opportunity to become acquainted with key members of LMA leadership and the 2015 LMA Annual Conference Advisory Committee and to meet other first-time attendees.

Monday, April 13 from 6:00 – 7:30 p.m.
Welcome Reception

Taking place in the Exhibit Hall, this reception officially kicks off the 2015 LMA Annual Conference. Reconnect with your industry colleagues, build your network of LMA contacts, and get your first look at the technology, services and products on display from our 2015 sponsors and exhibitors.



Wednesday, April 15 from 1:30 – 2:00 p.m.
Networking for Prizes Announcements in the Exhibit Hall

Each year, the LMA service provider community raffles off great prizes to eligible in-house marketing and business development professionals attending the conference. Networking for Prizes is a fun and exciting game on LMA Annual Conference Mobile App designed to expose attendees to the variety of service providers who participate at the LMA Annual Conference.



Tuesday, April 14 from 12:00 – 1:30 p.m.
LMA Shared Interest Group (SIGs) Meetings

During lunch, tables will be reserved for each of LMA's SIGs. Take advantage of the opportunity to 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 more information on LMA's SIGs, visit www.legalmarketing.org/SIGs.



Tuesday, April 14 from 6:00 – 7:30 p.m.
Bayfront Bash Sponsored by: **Super Lawyers**

After a long day of learning, all conference attendees are invited to unwind with a cocktail, heavy hors d'oeuvres, music and networking. This is an excellent opportunity to converse with panelists and presenters, or simply to catch up with friends and colleagues.



Registration Information

Register online at www.LMAconference.com or call 1-877-562-7172.

Group Bookings

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

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

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

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

Conference Registration Terms and Conditions

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

Conference registration includes:

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

Conference registration does not include any of the pre-conference educational programs that take place on April 13, 2015.

Pre-Conference Program Registration Includes:

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

Early-Bird Registration Deadline

The early-bird registration deadline is January 9, 2015. All paid registrations received on or before January 9, 2015 will be eligible for early-bird rates.

Confirmation

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

Payment Policy

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

Cancellation and Refund Policy

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

Before February 20, 2015: Full refund

February 21 – March 13, 2015: Full refund less a \$200 handling fee

After March 13, 2015: No refund

Substitutions

If you are unable to attend the conference, you may designate a substitute to fill your spot. The registration fee will be adjusted based on the substitute's LMA member status. Please email customerservice@LMAconference.com no later than March 20, 2015.

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

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

Conference Promotional Photos and Video

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

Questions

If you have any questions about the 2015 LMA Annual Conference and registration procedures, please contact us at 1-877-562-7172 or at LMA2015@LMAconference.com.

Conference Materials

Conference attendees will receive full online access to conference documentation. If you cannot attend the event and wish to receive access to the online material for \$299, please call 1-877-562-7172.

* Group booking discounts apply to the conference fee only.

Register online at www.LMAconference.com or call 1-877-562-7172.

Registration Form

CONFERENCE CODE: 655L15-SDO

☐ YES. Please register the following for the **2015 LMA Annual Conference**

To ensure accurate registration, please enter the Priority Service Code found on the back page of this brochure: _____

Please copy this form for additional delegates. Groups of four or more attendees receive a special rate. See opposite for details.

Contact Details

Name	Position	
Approving Manager	Position	
Organization		
Address		
City	State	ZIP Code
Telephone	Fax	
E-mail	Type of Business	

LMA Membership Status (Please circle): Member / Other

LMA Member Number: _____

- ☐ I am a first-time attendee at the LMA Annual Conference.
 - ☐ I opt out of receiving any communication from 2015 LMA Annual Conference sponsors/exhibitors. I ask that only my name, title, company, city and state be shared with sponsors/exhibitors.
 - ☐ I would like to be a mentor for a first-time or newer LMA Annual Conference attendee.
 - ☐ I would like to have a mentor at the conference.
- (see. p. 17 for details)

Registration Fees (All prices USD)

Conference

FEE PER DELEGATE	Register by January 9, 2015 for Early-Bird Pricing Conference and Exhibit Hall only:	Register by February 20, 2015 Conference and Exhibit Hall only:	Register after February 20, 2015 Conference and Exhibit Hall only:
<input type="checkbox"/> LMA Member	\$1195	\$1295	\$1395
<input type="checkbox"/> All Others	\$1695	\$1795	\$1895

Pre-Conference Sessions

QuickStart – Legal Marketing Core Competencies

<input type="checkbox"/> Conference Attendee (LMA Member)	\$495
<input type="checkbox"/> Conference Attendee (All Others)	\$595

Impact Marketing for Small and Mid-sized Law Firms

<input type="checkbox"/> Conference Attendee (LMA Member)	\$595
<input type="checkbox"/> Conference Attendee (All Others)	\$695

CMO Summit ** Please note: attendance is limited to qualified applicants who have sole responsibility for leading the marketing and/or business development efforts for their firm. Space is limited to 40 participants on a first come, first served basis. One participant per firm.

<input type="checkbox"/> Conference Attendee (LMA Member)	\$795
<input type="checkbox"/> Conference Attendee (All Others)	\$895

Breakthroughs in PR, Content and Communications

<input type="checkbox"/> Conference Attendee (LMA Member)	\$495
<input type="checkbox"/> Conference Attendee (All Others)	\$595

Legal Lean Sigma® and Project Management White Belt Certification Course

<input type="checkbox"/> Conference Attendee (LMA Member)	\$595
<input type="checkbox"/> Conference Attendee (All Others)	\$695

Leadership in Innovation: Preparing for the Next Decade of Opportunity

<input type="checkbox"/> Conference Attendee (LMA Member)	\$595
<input type="checkbox"/> Conference Attendee (All Others)	\$695

Additional Tickets – Bayfront Bash

<input type="checkbox"/> Extra Tickets (Spouse/Guest)	\$99/each
---	-----------

Please charge my

☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

☐ Please invoice me

Number _____

Exp. Date _____

Signature _____

(for credit card authorization)

☐ I have enclosed my check for \$_____ made payable to American Conference Institute (T.I.N.—98-0116207).

☐ ACH Payment (\$USD)

Please quote the name of the attendee(s) and the conference code 655L15-SDO 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.

5 Easy Ways to Register



ONLINE
www.LMAconference.com



E-MAIL
CustomerService@LMAconference.com



PHONE 1-877-562-7172



MAIL
2015 LMA Annual Conference
c/o American Conference Institute
45 West 25th Street
11th Floor
New York, NY 10010



FAX 1-877-927-1563

© American Conference Institute, 2014

www.LMAconference.com
1-877-562-7172

