2014 LEGAL MARKETING ASSOCIATION ANNUAL CONFERENCE

APRIL 2–4, 2014

Hilton Orlando Bonnet Creek

FLORIDA

www.LMAconference.com

1 (877) 562-7172

LEGALMARKETINGASSOCIATION

LMA®

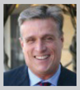
THE AUTHORITY FOR LEGAL MARKETING

Contents

Thank You to the 2014 LMA Annual Conference Advisory Committee

Co-Chairs

John Byrne
Chief Marketing Officer
Drinker Biddle & Reath LLP



José Cunningham
Chief Marketing & Business Development Officer
Crowell & Moring LLP

Board Liaison

Tim Corcoran
Principal
Corcoran Consulting Group

Committee Members

Chelsie Givan
Marketing Manager
Cole Valley Software

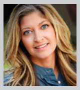
Laura Kaminsky
Business Development and Marketing Manager
Baker Hostetler

Anne Malloy Tucker
Chief Marketing Officer
Hunton & Williams

Stacey McGuire
Business Development & Marketing Communications Manager
Gray Plant Mooty

Sara Miller
Business Development Manager
Weil Gotshal

Betsi Roach
Executive Director
Legal Marketing Association



Jennifer Skiver
Client Relations Manager
Latham & Watkins LLP

Mark Young
President
ShiftCentral Inc.

We want to see you in Orlando!

Yes, you, and all of our legal marketing industry colleagues are invited to Orlando for the 2014 LMA Annual Conference! And before you turn the page and peruse all the fantastic programming we've assembled, we thought we would tell you why you should be in Orlando this coming April.

First, we are focusing on two things: education and networking. That's what you've told us you want from your LMA Annual Conference, and that's what you'll get. Because you aren't just an "attendee" at your conference – you're a participant. We want you to throw away the notion that you are a passive spectator and consumer of information. This is your time to embrace the community spirit among legal marketers. Your time in Orlando will be a learning experience, the best opportunity to engage with subject-matter experts, to share information and ideas, and to build and grow your network of truly talented and supportive peers – and friends.

Next, we've designed breakout sessions that address a wide range of the latest industry trends and hot topics, and not just the "what" and the "why," but the "how." We've worked hard with the conference advisory committee to select the speakers and topics that will help you solve challenges, as well as give you an edge in today's constantly changing and challenging legal marketplace.

These are just a few highlights:

- Our Kickoff Speaker, Kat Cole, President of Cinnabon, Inc. Besides her energetic approach to running one sweet business, Kat is widely known in and outside of her industry for legacy business model innovation, change management for emerging brands, and mentorship and development of emerging leaders. Kat was also named one of Fortune Magazine's "40 under 40" in 2013.
- Two informal networking lunches – no videos or presentations allowed – to let you talk to your colleagues without interruption, not to mention several breaks in the conference breakouts agenda to visit the Exhibit Hall and learn from more than 50 of our sponsors. And don't forget our "Carlito's Calypso" with a live band.
- A pre-conference CMO Summit that focuses on the big-picture issues that really matter to law firms: Generating new business, differentiation, and driving productivity. The session will be led by internationally renowned author and legal industry analyst Jordan Furlong of Edge International and Professor Daniel Katz of the Michigan State University School of Law, co-founder of the school's award-winning Reinvent Law Laboratory.
- Facilitated networking throughout the course of the conference. We've packed in more opportunities to engage your colleagues in smaller discussion groups – during the pre-conference programs, QuickStart and SMORs, during interactive breakout sessions that incorporate wireless voting technology and working groups, and with our new Annual Conference mobile app.
- An amazing hotel and conference venue. The Hilton Orlando Bonnet Creek is brand new, with beautiful rooms and lush grounds, plus some great restaurants and bars. And it sits right next to Walt Disney World. You might have heard something about that little place.

Like all those before it, this year's LMA Annual Conference can't be missed! See you in Orlando!

Co-Chairs

John Byrne
Chief Marketing Officer
Drinker Biddle & Reath LLP

José Cunningham
Chief Marketing & Business Development Officer
Crowell & Moring LLP

Agenda at a Glance

Wednesday, April 2, 2014 – Pre-Conference Programs & Workshops

8:00 a.m. **Registration Opens**

8:00 a.m. **Breakfast for Pre-Conference Attendees**

8:45 a.m.–5:00 p.m. **QuickStart – Legal Marketing Core Competencies**

8:45 a.m.–5:00 p.m. **A Recipe for SMORs – Smart Marketing on (Limited) Resources**

8:45 a.m.–5:00 p.m. **CMO Summit**

2:00–5:00 p.m. **Practical P3 (Pricing, Practice Innovation and Project Management) Workshop**

3:00–5:00 p.m. **Creative Problem Solving for Legal Marketers Workshop**

5:00–5:30 p.m. **First Timers' Reception**

5:30–6:30 p.m. **Welcome Reception in the Exhibit Hall**

Thursday, April 3, 2014 – Conference Day One

7:45 a.m. **Registration Opens**

7:45 a.m. **Breakfast in the Exhibit Hall**

General Session

8:30 a.m. **Opening Remarks**

Conference Co-Chairs

Betsi Roach
Executive Director
Legal Marketing Association

John Byrne
Chief Marketing Officer
Drinker Biddle & Reath LLP

José Cunningham
Chief Marketing & Business Development Officer
Crowell & Moring LLP

8:45 a.m. **Kickoff Speaker**
THE DIFFERENCE – Lessons in Leadership, Change and Driving Innovation

Kat Cole
President
Cinnabon, Inc.

10:00 a.m. **Keeping Pace: How LMA Stays Relevant in an Ever-Evolving Legal Marketplace**

2014 President, Legal Marketing Association
Tim Corcoran
Principal
Corcoran Consulting Group

10:15 a.m. **Networking and Refreshment Break in the Exhibit Hall**

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

Track One: Creating the Perfect Law Firm Experience – From the Client's Perspective

Tracey Bracco
Assistant General Counsel Fund Management
CNL Financial Group

David Freeman
CEO
David Freeman Consulting Group

Nyea Sturman
Assistant Director of Legal Services
Orlando Magic

Track Two: Playing The Relationship Game in Today's Connected World

Kalev Peekna
Managing Director of Strategy
One North Interactive

John Simpson
CEO
One North Interactive

Track Three: Social Media Master Class: From Adhocracy to Strategy

Randall Craig
President
108 ideaspace

Track Four: Niche Practices and Why They Work

Kevin McMurdo
Chief Marketing Officer
Perkins Coie

12:00-1:15 p.m. **Networking Lunch**

1:15–2:15 p.m. Concurrent Breakout Sessions

Track One: Big Data for Legal Marketers – Doing the Right Things and Doing Things Right for Bigger ROI

Rob Alston
Sales Director, Dockets and Expert Services
Thomson Reuters

Alina Gorokkhovsky
Partner
RCT Partners

Kristan Morrell
Chief Operating Officer
Dickstein Shapiro

Toni Wells
Associate Director of Business Development
McKenna Long & Aldridge

Moderator:
Catherine Alman MacDonagh
CEO
Legal Lean Sigma Institute

Track Two: Generational Marketing: Strategies and Tactics for Engaging Different Generations

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

Heather Morse
Director of Marketing
Barger & Wolen LLP

Track Three: Relevant, Essential and Cool … Surprising Ways to Describe CRM at Today's Progressive Firms

Darryl Cross
Vice President, Client Profitability and Performance Development
LexisNexis

Kris Filan
Manager KM Solutions Support
Ropes & Gray LLP

Pat Purdy
Marketing Technology Manager
Pillsbury Winthrop Shaw Pittman LLP

Track Four: Expanding Your Strategic Driver Practices: How Two Firms Nailed Strategy, Differentiation, Online Marketing, and Cross-Selling

Ross Fishman
CEO
Fishman Marketing, Inc.

2:30–3:30 p.m. Concurrent Breakout Sessions

Track One: Winning Business in the "New Normal" – Connecting the Dots Between Pricing, Legal Project Management, Marketing and Practice Development to Win Profitable New Business

John Ferko
Director of Strategic Pricing and Practice Management
Miles & Stockbridge LLP

Steven Manton
Strategic Pricing Leader
Debevoise & Plimpton LLP

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

David Woods
Director of Client Services
Kelley Drye & Warren LLP

Track Two: When Firm Culture Gets in the Way of Firm Success: *How to Overcome Stumbling Blocks on the Path to Progress*

Joe Calve
Chief Marketing Officer
Morrison & Foerster

Liz Cerasuolo
Director of Communications
Fish & Richardson

Maureen Flanagan
Senior Business Development Manager
Day Pitney

Jay T. Wager
Director, Business Development
Edwards Wildman Palmer

Moderator:
Carl Goodman
Principal
The Ackert Advisory

Track Three: The Road Ahead: Using Competitive Intelligence to Drive Business Development

Chris Fritsch
Business Development Technology Consultant
CLIENTSFirst Consulting LLC

Joe San Pietro
Competitive Intelligence & Social Media Strategy Consultant
CLIENTSFirst Consulting LLC

Jasmine Trillos-Decarie
Director of Marketing & Business Development
Foley Hoag LLP

Ramona Whitley
Director of Client Services
Allen Matkins

Track Four: How the Mighty Rise and Relationship Value Capital

Jason A. Bovis
Chief Marketing Officer
Akerman Senterfitt

Andrea E. Crews
Director of Marketing & Business Development
Levenfeld Pearlstein, LLC

Deb Knupp
Partner
Akina Corporation

3:30–4:15 p.m. **Networking and Refreshment Break in the Exhibit Hall**

4:15–5:15 p.m. Concurrent Breakout Sessions

Track One: Adapting Strategic Planning Frameworks to a "Just Right" Formula for You and Your Firm

Patrick Fuller
Director, Corporate Segment
TyMetrix Legal Analytics

Kelly Harbour
Manager, Client Relationship Management
Bingham McCutchen LLP

Jim Jarrell
Business Development Manager
Barnes & Thornburg LLP

Track Two: Optimizing and Calculating the ROI of Coaching

Sylvia F. James
Diversity Counsel
Baker Botts

Karen Kahn
Managing Partner
Threshold Advisors, LLC

Michelle Wimes
Director of Professional Development & Inclusion
Ogletree Deakins

Track Three: Clientelligence: The Cold, Hard Facts on What Your Clients Really Want from Your Firm

Michael B. Rynowecer
Founder and CEO
The BTI Consulting Group, Inc.

Track Four: LinkedIn … or Left Out? An Opportunity Too Big for Smart Firms to Ignore

John Corey
Co-founder
Greentarget

Patrick Baynes
Co-founder
PeopleLinx and early LinkedIn employee

6:30 p.m. **"Carlito's Calypso" sponsored by Super Lawyers**

9:30 p.m. **Akina Nightcap sponsored by Akina**

Agenda at a Glance

Friday, April 4, 2014 – Conference Day Two

8:00 a.m. **Registration Opens**

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

General Session

8:45 a.m. **LMA Annual Report**

9:00 a.m. **Recognition Committee Award Presentations**

9:30 a.m. **General Counsel Panel – U.S. General Counsel Discuss Global Needs For Outside Counsel: Is Your Firm On Their Short List?**

Panelists:
Alfreda Bradley Coar
General Counsel
GE Healthcare

Mark Roellig
Executive Vice President & General Counsel
MassMutual Financial Group

Additional panelists to be confirmed.

Moderators:
Silvia L. Coulter
Principal
LawVision Group

Lloyd M. Johnson, Jr.
Publisher and Community Leader
InsideCounsel

10:30 a.m. **Networking and Refreshment Break in the Exhibit Hall with *Networking for Prizes* Drawing**

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

Track One: How to Build an Industry-Focused Mobile App for Your Firm: A Lessons-Learned Case Study

Marika DaPron
Director of Marketing Operations
Bracewell & Giuliani LLP

Nicholas Kosar
Business Development Manager
Bracewell & Giuliani LLP

Paul Grabowski
Chief Marketing Officer
Bracewell & Giuliani LLP

Track Two: Trends in Media/PR for Law Firms in Terms of What's Valuable and Effective Today

Eleanor Kerlow
Senior Public Relations Manager
Hunton & Williams LLP

Kathy O'Brien
Senior Vice President, Public Reputation
Jaffe PR

Susan L. Peters
Senior Public Relations Manager
Davis Polk & Wardwell LLP

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

Moderator:
Lisa Sachdev
Senior Public Relations Manager
Dentons US LLP

Track Three: Sit Back and Automate

Jon Metcalf
Director of Marketing Technology
Fenwick & West, LLP

Matt Parfitt
President
Vuture U.S.

Track Four: Creating and Building a Sales Culture

Susan Letterman White
Owner
Letterman White Consulting and Lawyers Leaders Teams

12:15–1:30 p.m. **Networking Lunch**

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

Track One: Get Ready for a Paradigm Shift: Stop Manually Managing Data and Start Winning New Clients

Elisabet Hardy
VP Product Management
Thomson Reuters Elite

Vincent Scarinci
Sales Director
Thomson Reuters Elite

Track Two: Succeeding with Technology: Marketing and IT Working Together

Katy Admirand
Marketing Technology Manager
Kaye Scholer LLP

John Bonandrini
Director of IT
Foster Swift Collins & Smith PC

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

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

Track Three: 45 Things Your Junior Associates Need to Know About Networking in 60 Minutes

Mary Crane
Owner
Mary Crane & Associates, LLC

Track Four: Quick Fixes: Innovative Solutions in Law Firm Business Development

Dave Bruns
Director of Client Services
Farella Braun + Martel

Melanie S. Green
Chief Client Development Officer
Faegre Baker Daniels

Paul Malanowski
Director of Client Relations
Saul Ewing

Moderator:
Nancy Mangan
Senior Consultant
Wicker Park Group

Think Tank Live! Big Data — Big Idea or "Big Deal?"

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

Track One: Leveraging the Latest Trends and Tools in Digital Marketing Engagement

Jeff Hemming
Client Adviser
Tikit

Addtional speakers to be confirmed

Track Two: Can the C-Suite Lead the Social Media Law Firm?

Deborah Grabein
Director of Business Development
Andrews Kurth

Michael Hertz
Chief Marketing Officer
White & Case

Moderator:
Kevin O'Keefe
CEO
LexBlog, Inc.

Track Three: Redefining Thought Leadership: Using Content to Start Conversations

Paul Gladen
President and Founder
Muzeview LLC

Jon Mattson
Chief Marketing and Business Development Officer
Tucker Ellis

Sally Schmidt
President
Schmidt Marketing, Inc.

Betsy Spellman
Chief Marketing Officer
Steptoe & Johnson

Track Four: The Account-Centric Approach: Improve Client Satisfaction While Increasing Your Revenues

Frank Ellis
Director, Business Development Leader
SingerLewak

Brenda Pontiff
Founder
Pontiff Communications

Think Tank Live! Disruptive Business Models — Friend or Foe?

3:45–4:00 p.m. **Networking and Refreshment Break**

4:00–5:00 p.m. **Closing Session and Conference Wrap-Up – What's Next? Implement, Implement, Implement**

5:00 p.m. **End of Conference**

Speakers and programming are subject to change. Additional speakers were not available at the time of printing. For the most up to date agenda and speaker information, visit www.LMAconference.com

Conference Speakers

Conference

Katy Admirand
Marketing Technology Manager
Kaye Scholar LLP

Catherine Alman MacDonagh
CEO
Legal Lean Sigma Institute

Rob Alston
Sales Director
Dockets and Expert Services
Thomson Reuters

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

Patrick Baynes
Co-founder
PeopleLinx

John Bonandrini
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GE Healthcare

Tracey Bracco
Assistant General Counsel Fund Management
CNL Financial Group

Toby Brown
Director of Strategic Pricing and Analytics
Akin Gump Strauss Hauer & Feld LLP

Dave Bruns
Director of Client Services
Farella Braun + Martel LLP

Lacrecia G. Cade, Esq.
Attorney
Taylor English Duma LLP

Joe Calve
Chief Marketing Officer
Morrison & Foerster

Liz Cerasuolo
Director of Communications
Fish & Richardson

Kat Cole
President
Cinnabon, Inc.

Erin Corbin Meszaros
Chief Business Development
& Marketing Officer
Sutherland Asbill

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Greentarget

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Darryl Cross
Vice President, Client Profitability
and Performance Development
LexisNexis

Marika DaPron
Director of Marketing Operations
Bracewell & Giuliani LLP

Carolyn Davis Sklar
Business & Talent Development Coach
Sklar & Associates LLC

Audra A. Dial
Partner
Kilpatrick Townsend & Stockton LLP

Elizabeth Duffy
Vice President
Acritas US, Inc.

Frank Ellis
Director, Business Development Leader
SingerLewak

John Ferko
Director of Strategic Pricing and
Practice Management
Miles & Stockbridge LLP

Kris Filan
Manager KM Solutions Support
Ropes & Gray LLP

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& Machtinger LLP

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Day Pitney

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CEO
David Freeman Consulting Group

Chris Fritsch
Business Development Technology
Consultant
CLIENTSFirst Consulting LLC

Geoff Frost
Director of Client Development
Bondurant Mixson & Elmore LLP

Patrick Fuller
Director, Corporate Segment
TyMetrix Legal Analytics

Jordan Furlong
Partner
Edge International

Clinton Gary
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Arnall Golden Gregory LLP

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Muzeview LLC

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Bracewell & Giuliani LLP

Heather Grall
Marketing Manager
Allen Matkins

Melanie S. Green
Chief Client Development Officer
Faegre Baker Daniels

Cy Griffith
Marketing Director
Burke Warren MacKay & Serritella PC

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

Kelly Harbour
Manager, Client Relationship Management
Bingham McCutchen LLP

Elisabet Hardy
VP Product Management
Thomson Reuters Elite

Jeff Hemming
Client Adviser
Tikit

Michael Hertz
Chief Marketing Officer
White & Case

Bridget G. Hoy
Member
Lewis, Rice & Fingersh

Kim Huggins
CEO
K HR Solutions, Inc.

Get connected with the speakers.
See page 22 for details.

Sylvia F. James
Diversity Counsel
Baker Botts LLP

Jim Jarrell
Business Development Manager
Barnes & Thornburg LLP

Lloyd M., Johnson, Jr.
Publisher and Community Leader
InsideCounsel

Karen Kahn
Managing Partner
Threshold Advisors, LLC

Stephen B. Kaplan
Executive Vice President &
General Counsel
XOS Digital

Daniel Martin Katz
Associate Professor of Law
Michigan State University

Eleanor Kerlow
Senior Public Relations Manager
Hunton & Williams LLP

Deb Knupp
Partner
Akina Corporation

Nicholas Kosar
Business Development Manager
Bracewell & Giuliani LLP

Susan Letterman White
Owner
Letterman White Consulting and
Lawyers Leaders Teams

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Jon Metcalf
Director of Marketing Technology
Fenwick & West, LLP

Jon Mattson
Chief Marketing &
Business Development Officer
Tucker Ellis

Kevin McMurdo
Chief Marketing Officer
Perkins Coie

Katie Moesche
Marketing Manager
Farleigh Wada Witt

Kristan Morrell
Chief Operating Officer
Dickstein Shapiro

Heather Morse
Director of Marketing
Barger & Wolen LLP

Kathy O'Brien
Senior Vice President, Public Reputation
Jaffe PR

Kevin O'Keefe
CEO
Lexblog, Inc.

Cherie W. Olland
Global Director, Business Development
& Communications
Jones Day

Jeffrey D. Paquin
President
Paquin LLC

Matt Parfitt
President
Vuture U.S.

Kalev Peekna
Managing Director of Strategy
One North Interactive

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Pontiff Communications

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Marketing Technology Manager
Pillsbury Winthrop Shaw Pittman LLP

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Corporate & Securities
Office Depot, Inc.

Traci Ray
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Barran Liebman LLP

Mark Roellig
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MassMutual Financial Group

Gina Rubel
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Furia Rubel Communications, Inc.

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Bennet Jones LLP

John Simpson
CEO
One North Interactive

Barry Soloman
Chief Marketing Officer
Sidley Austin LLP

Betsy Spellman
Chief Marketing Officer
Steptoe & Johnson

Nyea Sturman
Assistant Director of Legal Services
Orlando Magic

Jasmine Trillos-Decarie
Director of Marketing & Business Development
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Jay T. Wager
Director, Business Development
Edwards Wildman Palmer

Joseph Walsh
Principal
Greenfield/Belser Ltd.

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

Toni Wells
Associate Director of Business Development
McKenna Long & Aldridge

Kate White
Business Development Manager
Davis Wright Tremaine LLP

Ramona Whitley
Director of Client Services
Allen Matkins

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

Michelle Wimes
Director of Professional Development
& Inclusion
Ogletree Deakins

David Woods
Director of Client Services
Kelley Drye & Warren LLP

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**

Barb Sheperd
Chief Marketing Officer
Bennett Jones LLP

Erin Corbin Meszaros
Chief Business Development & Marketing Officer
Sutherland Asbill

9:00 a.m. **Law Firm Structure, Strategy and Economics – How Do They Tie Together?**

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

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

10:00 a.m. **Using Business Development to Secure more Business from Current and Prospective Clientss**

Learn how to go beyond just responding to lawyer requests for information or collateral 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 thinking proactively about how to connect business development with overall firm strengths and strategy. Topics to be covered will include:

Connecting the needs of the clients to business development initiatives; aligning business development and law firm strategy; taking a business development initiative from idea to execution; using referral sources to build marketing and business development opportunities; and creating pipelines.

Kate White
Business Development Manager
Davis Wright Tremaine LLP

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

11:15 a.m. **Leveraging Emotional Intelligence and Personality Traits in Legal Marketing Among Four Generations**

As legal marketers, we are tasked with effective communications among our teams and with the lawyers we serve. We are also tasked with providing lawyers with the tools they need to effectively communicate with clients and prospects. Communication methods, modes and preferences have changed significantly over the past several years. It's critical for legal marketers to be aware of these changes and the associated business implications. Understanding and leveraging emotional intelligence, personality traits and communication markers among the four generations in the workplace can make or break the success of a legal marketer. During this interactive, informative and fun workshop you will:

- Increase your knowledge and understanding of the various communication styles and preferences of each generation.
- Identify, manage and implement effective strategies to leverage emotional intelligence in order to meet your firm's marketing goals.
- Learn how emotions impact behaviors and relationships including those between legal marketers and law firm management.
- Gain valuable tips and tools to immediately build more effective relationships and communication strategies.
- Understand emotional perception and expression to correctly identify how to communicate with your target audiences.
- Learn how to successfully influence four generations in the workplace

Kim Huggins
CEO
K HR Solutions, Inc.

Gina Rubel
CEO
Furia Rubel Communications, Inc.

12:15 p.m. **Networking Lunch**

1:30 p.m. **Breakout Session – How Marketing and Business Development Can Work Together to Maximize Results**

In a hands-on exercise, facilitated by the QuickStart co-chairs, learn how marketing and business development departments can effectively work together to realize more streamlined business growth and a higher return on investment. Marketing and business development naturally have skill sets that complement each other, and while often each function is separate, they must work together to support the business.

Featuring real-life scenarios of law firms today, work through possible approaches and solutions with your peers.

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

2:45 p.m. **Getting to Grips with Law Firm Technology**

Law firm technology can help develop business, enhance client service and build relationships. But with so many tools and so little time, it can be challenging to separate the 'must haves' from the 'nice to haves'. What are the fundamental tools you should be leveraging? And how can you use social networking tools effectively – and selectively – to build reputations and enhance business development without wasting time?

Heather Grall
Marketing Manager
Allen Matkins

3:45 p.m. **Breakout Session – Everything You Wanted to Know about Legal Marketing But Were Afraid to Ask**

Gain insight and advice from a range of law firm CMOs during informal roundtable discussions. This is your opportunity to ask those burning questions in a safe environment. What are the things they wished they knew when they were starting out?

What is the best way to manage team conflicts? Do they look for specialists or generalists? How do they make a distinction between marketing and business development?

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

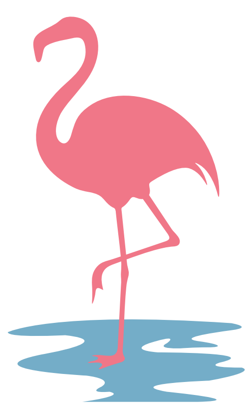
We've saved time at the end of a busy day in which to share key observations and takeaways, and to identify the action points you're going to take back to the office and implement.

5:00 p.m. **QuickStart Concludes**

Networking Events

see page 22 for details

5:00 p.m. First Timers' Reception
5:30 p.m. Welcome Reception in the Exhibit Hall



A Recipe for SMORs - Smart Marketing On (Limited) Resources

Are you a legal marketer who has a small staff or limited resources? Are you a marketing department of one? Does your firm have fewer than 50 attorneys or an attorney-to-marketer ratio that is higher than 25:1? Would you like to learn from your peers how to turn you or your small marketing team into a powerhouse? If so, then LMA's **SMORs** - **S**mart **M**arketing **O**n (limited) **R**esources – is for you. This pre-conference program is designed to offer solutions for the solo/small firm marketer. The speaker faculty of nationally recognized legal marketing experts will present best practices, hands-on case studies, and personal experiences that you can apply immediately.

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

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


Geoff Frost
Director of Client Development
Bondurant Mixson & Elmore LLP


Cy Griffith
Marketing Director
Burke Warren MacKay & Serritella PC

9:00 a.m. **The Power to Win Big Clients**

Under pressure to control external spending, law departments in the world's largest companies are changing their choice of outside counsel in their quest to find a better value choice. The new competitive landscape presents a host of valuable growth opportunities for progressive firms, of any size, which are primed to seize them.

In this presentation, Elizabeth Duffy, Vice President of Acritas, will share the latest data from Acritas' Sharplegal study to reveal clients' candid views on why they hire the firms they do. Drawing on nearly 1,000 interviews conducted with in-house counsel in 2013, Acritas will share current data on the factors which most influence clients' appointment of and loyalty towards their law firms. No matter the size of your firm, having access to this data will enable you to compete more successfully and maximize opportunities to win more pitches.

ADDED VALUE FOR ATTENDEES: All session attendees will receive a complimentary copy of Acritas' '**Winning and Losing Business**' report (usually priced at $2,500) – a practical guide to support the development of your new business strategy.


Elizabeth Duffy
Vice President
Acritas US, Inc.

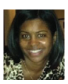
10:00 a.m. **General Counsel Panel**

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:


Stephen B. Kaplan
Executive Vice President and General Counsel
XOS Digital


Jeffrey D. Paquin
President
Paquin LLC


Darlene Quashie Henry
Senior Managing Counsel, Corporate & Securities
Office Depot, Inc.

Moderator:


Geoff Frost
Director of Client Development
Bondurant Mixson & Elmore LLP

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

11:15 a.m. **Tips & Tricks From Solo Marketers: Do it All Successfully, Even if You're on Your Own**

We face so many demands today – and many of us find ourselves meeting those demands as solo marketers with limited resources. The one-person marketing team presents a daily challenge in itself, but it can be done – and done well. Join Traci and Katie as they divulge insights and techniques for running a one-person marketing department, including building a marketing culture, prioritizing with limited resources, and developing rain makers.


Katie Moesche
Marketing Manager
Farleigh Wada Witt


Traci Ray
Executive Director
Barran Liebman LLP

12:15 p.m. **Networking Lunch**

1:30 p.m. **Facilitated Roundtable Discussions**

To provide SMORs attendees a broader range of interaction and networking opportunities and to address a broader range of topics during the course of the day, this year includes breakout roundtable discussions.

Choose one topic below and engage in an exchange of ideas and experience with your industry peers.

1. *Small but Wiry.* Make the most of being small and nimble with alternative fee arrangements
2. *Everybody in the Pool!* Involving everyone in the firm in marketing and business development – facilitated
3. *Playing Well With Others.* Working with consultants – when and why certain challenges demand the perspective and input of an outside expert or specialist in your field.
4. *Spy vs Spy.* The Best Competitive Intelligence Tools for Small Law Firm Marketing Departments
5. *Insider Information.* General Counsel Feedback for Small Law Firms
6. *Windows of Opportunity.* Developing a Client Pipeline

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

2:40 p.m. **No Firm Strategy? No Problem. Practical Ways to Engage Leadership to Help Formulate a Marketing Strategy from the Ground Up**

How does a marketing leader create marketing strategies and make marketing decisions that align with their leaders' expectations, when the firm lacks a formal strategy and its leaders are not forthcoming? We will demonstrate eight (8) approaches and multiple practical examples of how a marketing leader can "orchestrate" conversations with firm leadership to gain the insights needed to create a marketing strategy that provides the direction, positioning, and prioritization for their firm's successful marketing. Techniques that have been put into practice at a global accounting firm, an AMLAW 100 firm, and a NLJ 300 firm. It's the difference between having a "seat at the table" and actually initiating a strategic dialogue with leadership.


Clinton Gary
Director of Marketing
Arnall Golden Gregory LLP


Joseph Walsh
Principal
Greenfield Belser Ltd.

3:45 p.m. **Ten Things We Love About You – A Client Panel**

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 or the right intelligence 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:


Frank M. Lowrey
Partner
Bondurant Mixson & Elmore LLP


Lacrecia G. Cade, Esq.
Attorney
Taylor English Duma LLP


Audra A. Dial
Partner
Kilpatrick Townsend & Stockton LLP


Bridget G. Hoy
Member
Lewis, Rice & Fingersh

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

5:00 p.m. **SMORs Concludes**

Networking Events
see page 22 for details
5:00 p.m.
First Timers' Reception
5:30 p.m.
Welcome Reception **in the Exhibit Hall**

CMO Summit

Many CMOs find their calendars blocked with the daily demands and minutiae of marketing their law firms' services, so much so that they too rarely get to focus on the big-picture issues that really matter to their firms: Generating new business and driving productivity.

The 2014 CMO Summit will guide attendees through a collaborative process to lay the groundwork for an emerging Productivity and New Market Development functionality within their firms.

PLEASE NOTE: Attendance is limited to qualified applicants who have sole responsibility for leading the marketing and/or business development efforts for their firm. To ensure a collegial, interactive setting the CMO Summit is limited to 80 participants. To ensure a broad experience base, only one participant per firm may register on a first come, first served basis.

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

8:45 a.m. **Co-Chairs' Opening Remarks and Introductions**

Cherie W. Olland
Global Director, Business Development & Communications
Jones Day

Barry Soloman
Chief Marketing Officer
Sidley Austin LLP

9:15 a.m. **Keynote Presentation**

The morning session will begin with a keynote presentation by internationally renowned author and legal industry analyst Jordan Furlong of Edge International, who will provide an up-to-the-minute snapshot of the rapidly evolving legal market and a series of recommendations for the steps law firms must now take if they wish to remain competitive throughout the course of this decade. The presentation will conclude by describing the mission, advantages, and challenges that a Productivity and New Market Development functionality would present and how CMOs could lead the way in making such a functionality a key element in ensuring their firms' ongoing competitiveness efforts.

Jordan Furlong is a lawyer, consultant, and legal industry analyst who forecasts the impact of the changing legal market on lawyers, clients, and legal organizations. Over the past five years, he has addressed dozens of audiences (including law firms, state bars, law societies, bar executives, law schools, judges, and many others) throughout the United States and Canada on the evolution of the legal services market. In 2012, he was named by Canadian Lawyer magazine as one of Canada's 25 Most Influential Lawyers.

A partner with global consulting firm Edge International and a Senior Consultant with Stem Legal Web Enterprises, Jordan is a Fellow of the College of Law Practice Management and Advisory Board Co-Chair of the Institute for Law Practice Management and Innovation at Suffolk University Law School in Boston. His blog, Law21, has been named five straight years as one of the top 100 legal blogs in North America by the ABA Journal. He is the author of Evolutionary Road: A Strategic Guide to Your Law Firm's Future and co-author of Content Marketing and Publishing Strategies for Law Firms. He lives in Ottawa, Canada.

10:15 a.m. **Breakout Roundtables**

Attendees will then break into small roundtable groups, according to their previously chosen interest in an area that could constitute the subject of an initial Productivity and New Market Development functionality (potential topics include new product and service lines, change management for lawyers, pricing strategies, compensation systems, knowledge management and leverage, legal project management, and talent deployment). These groups, facilitated by Jordan Furlong, will collaboratively identify how such a functionality in this area would be expressed, how it could be designed and rolled out, the financial case to support such a functionality, ways to influence strategic discussions around its approval, and other topics. Attendees will then reconvene as a large group to report on their discussions and on the ideas, opportunities and obstacles that have presented themselves thus far.

12:15 p.m. **Networking Lunch**

1:30 p.m. **The Application of Big Data to Law**

Following a lunch break, the afternoon session will describe how data and analytics can be used to lay the foundation for such a functionality and persuasively make the case to decision-makers for the short- and long-term dividends such a functionality could deliver. This session will be led by Professor Daniel Katz of the Michigan State University School of Law, co-founder of the school's award-winning Reinvent Law Laboratory.

The applications of big data to law is among the most important strategic and competitive questions facing law firms over the coming years. Aided by growing access to large bodies of semi-structured legal information, the most disruptive of all possible displacing technologies—quantitative legal prediction (QLP)—now stands on the horizon. Although different variants of QLP exist, the march toward quantitative legal prediction will define much of the coming innovation in the legal services industry. And it will occur whether you like it or not.

Do I have a case? What is our likely exposure? How much is this going to cost? What will happen if we leave this particular provision out of this contract? How can we best staff this particular legal matter? These are core questions asked by sophisticated clients such as general counsels, as well as consumers at the retail level. Whether generated by a mental model or a sophisticated algorithm, prediction is a core component of the guidance that many lawyers offer. Indeed, it is by generating informed answers to these types of questions that many lawyers earn their respective wages. Every single day lawyers and law firms are providing predictions to their clients regarding the likely impact of choices in business planning and transactional structures, as well as their prospects in litigation and the costs associated with its pursuit.

How are these predictions being generated? Precisely what data or model is being leveraged? Could a subset of these predictions be improved by various forms of outcome data drawn from a largenumber of "similar" instances? Simply put, the answer is yes. Quantitative legal prediction already plays a significant role in certain practice areas and this role is likely to increase as greater access to appropriate legal data becomes available.

Professor Katz will provide an afternoon address. This will be followed by small roundtable groups and then larger group discussion. In both the roundtable and the larger group participant will work thorough the implications of data and analytics to the future of law practice - with specific emphasis upon opportunities for strategy and competitiveness.

Daniel Martin Katz is an Associate Professor of Law at Michigan State University. He is also the Co-Founder & Co-Director of the ReInvent Law Laboratory.

His wide variety of academic interests include legal informatics, entrepreneurship, quantitative modeling of litigation and jurisprudence, lawyer regulation, computational legal studies, positive legal theory, legal complexity and the overall impact of information technology, analytics and automation on the market for legal services. Professor Katz is also an avid blogger; his posts can be found at Computational Legal Studies (www.ComputationalLegalStudies.com).

Professor Katz has been recognized as a leading thinker about the future of the legal profession. In 2013, he was also named as a member of the Fastcase 50, an award which "recognizes 50 of the smartest, most courageous innovators, techies, visionaries, and leaders in the law." He was also named to the 2013 Class of "Legal Rebels" by the ABA Journal.

Professor Katz received his Ph.D. in Political Science and Public Policy (with a focus on Complex Adaptive Systems) from the University of Michigan in 2011. He graduated with a J.D. cum laude from the University of Michigan Law School in 2005.

5:00 p.m. **CMO Summit Concludes**

Networking Events
see page 22 for details

5:00 p.m. First Timers' Reception
5:30 p.m. Welcome Reception in the Exhibit Hall

Practical P3 (Pricing, Practice Innovation and Project Management)

The LMA P3 Conference held in October 2013 (P3 being Pricing, Practice Innovation and Project Management) was a tremendous success. Attendance was double the initial predictions and feedback was extremely positive – so much that we are bringing P3 to the LMA Annual Conference as a workshop. This will take the advanced level of P3 content, and deliver it on a more practical, marketing focused level.

The First P – Pricing

Beyond why firms should embrace a pricing function, this portion of the workshop will examine how a firm can start and build out a pricing program. From the approach for where to start, to tips on how to attain success, a plan will be laid out. 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.

The Second P – Practice Innovation

A core method for firms to build competitive advantage, will be embracing certain innovations that will drive more efficient and cost effective delivery options. At P3 case studies were presented on firms who are leading such efforts. This portion of the workshop will review those case studies, exploring how firms might start similar efforts of their own, and how marketing can play driving or supporting roles in these projects.

The Third P – Project Management

Technically, lawyers do project management. What this function needs though is more discipline in managing projects to a budget with limited resources. This is the classic project management challenge. The added challenge for firms is finding ways to inject those project management principles in to the daily practice of our lawyers.

It's no surprise that lawyers are not (usually) quick to embrace change. This portion of the workshop will talk about methods for maximizing the success of legal project management (LPM) efforts in your firm. And lest you think this has nothing to do with marketing, consider that the most successful LPM programs are regularly included in client pitches. LPM is definitely a differentiator you need to know and promote as a legal marketer.

Attend the P3 Workshop and walk away with the skills and knowledge to move forward on any of the P3 fronts.

Workshop Leader:

Toby Brown
Director of Strategic Pricing and Analytics
Akin Gump Strauss Hauer & Feld LLP

Toby works with firm partners and clients in developing pricing arrangements and service delivery models that drive successful relationships. Prior to this, Toby served in similar roles for both Vinson & Elkins and Fulbright & Jaworski, where he also drove knowledge management (KM) initiatives and various marketing efforts. Before joining Fulbright, Toby served as the Communications Director for the Utah State Bar. In his tenure with the Bar, he also served as the CLE, Access to Justice and Programs Director.

Toby presents and publishes nationally on legal technology, marketing and law firm management. He received the Peer Excellence Award, the President's Award and the Anne Charles Award from the National Association of Bar Executives (NABE). Toby received his BS and MS in Economics from the University of Utah.

Additional workshop speakers to be confirmed.

Creative Problem Solving for Legal Marketers

The Creative Problem Solving (CPS) FourSight model is a research based problem-solving model that will help legal marketing leaders think more innovatively and take team performance to the next level

Do you consider yourself a creative person? As a marketing professional, your answer is probably yes. But what about everyone else you work with–do your colleagues think they are creative? People seem to think there is no middle ground: either they are creative or they *are not*. This is not true. In fact, everyone has unique ways of thinking that can be utilized for creative problem solving—even attorneys. But how do you harness everyone's ideas and use them to your firm's advantage—and ultimately increase revenue?

During this pre-conference workshop, you have the opportunity to learn a research-based problem-solving model that will help you identify the four "thinking profiles" and how to use them as a marketing leader. Known as *Creative Problem Solving (CPS) Thinking Skills Model*, it has been used by managers and corporate leaders around the world with great success. The model works because it focuses on leveraging the *different* thinking skills that are required for truly innovative problem solving—viewing them as an advantage instead of a disadvantage.

Once you are able to identify these four "thinking profiles," you will be better able to generate creative solutions, identify business opportunities and facilitate change. This knowledge—coupled with the ability to harness different thinking profiles—will make you an even more effective marketing professional.

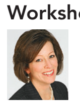
In this two hour pre-conference workshop you will:

- Determine your individual "best fit" creative problem solving preference
- Learn how your problem solving style is affecting your decision-making and perceptions – particularly in team work, stress levels and interactions with others
- Learn how to enhance your own individual creativity
- Learn how to leverage your team's preferences to enhance creative collaboration
- Gain insight into how to leverage your team's performance capabilities and take it to the next level
- Help your colleagues identify their Thinking Profile
- Become familiar with the four stages of the Thinking Skills Model and how to apply them

In a rapidly changing world, creativity is more important than ever. The law firm is no exception. Once your colleagues see how effective this approach can be—and how it improves the bottom line—they will be eager to use it to solve problems and facilitate change at all levels of the organization.

As part of the workshop, you will be invited to take the online FourSight Thinking Skills assessment. Details will be communicated to you a week or so before the conference.

Workshop Leader:



Carolyn Davis Sklar
Business & Talent Development Coach
Sklar & Associates LLC

Carolyn Davis Sklar is a business and talent management consultant and coach to law firms. With more than 25 years of national and international experience in professional services marketing, business and talent management, Carolyn partners with firm leaders and professionals to them help achieve their strategic business goals.

Carolyn works with mid-to-large-sized firms at all levels, across a broad range of practice areas. She partners with firm leadership to diagnose organizational and human capital challenges and provide solutions that help to address those obstacles, enhance team effectiveness and build firm revenue. Carolyn also coaches attorneys and other professionals on matters related to the business side of their practice including client development, leadership development and business strategy and alignment.

Prior to launching her consulting practice, Carolyn served as Director of Marketing for a UK law firm where she was responsible for building and maintaining the firm's brand while providing leadership and strategy for the business development process. In addition to the legal sector, she has worked in similar roles for architecture and accounting.

Carolyn earned a Master's Degree in Leadership and Organizational Development at Saint Louis University. She is a member of the St. Louis Organizational Development Network and the American Bar Association Law Practice Division. Carolyn is certified in Lominger Leadership Architect talent competency modeling and is a qualified administrator of several talent instruments including: *FourSight Innovation Profile, Myers-Briggs Type Indicator, Highlands Ability Battery, and RightPath Leadership 360*.

General Session

7:45 a.m. **Registration Opens**

7:45 a.m. **Breakfast in the Exhibit Hall**

8:30 a.m. **Opening Remarks**

Betsi Roach
Executive Director
Legal Marketing Association

Conference Co-Chairs

John Byrne
Chief Marketing Officer
Drinker Biddle & Reath LLP

José Cunningham
Chief Marketing & Business Development Officer
Crowell & Moring LLP

8:45 a.m. **Kickoff Speaker**

Kat Cole
President
Cinnabon, Inc.

THE DIFFERENCE – Lessons in Leadership, Change and Driving Innovation

Kat Cole is the president of Cinnabon, Inc. where she is accountable for leading, evolving and building the team and multi-channel brand. Ms. Cole is also a member of the leadership team within Cinnabon's parent company, FOCUS Brands Inc., which has over 4,000 ice cream shops, bakeries, restaurants and cafés in the United States and 56 foreign countries. Prior to her role with FOCUS Brands at Cinnabon, Inc., Ms. Cole was Vice President of Training and Development for Hooters of America, Inc., which operates and franchises restaurants and manages the Hooters® brand entities.

Her story is often shared for inspiration as she moved up from working as a hostess at 17 years old in restaurants to traveling globally to help open new franchises. At the age of 19, Kat dropped out of college, advanced to various management and leadership positions, and at the age of 26, became a Vice President at Hooters making her one of the youngest executives in the hospitality industry. She later completed her MBA at Georgia State University.

Ms. Cole has over 17 years of multi-disciplined experience in Change Management, Communications, Service, Sales, Operations, Multi-Channel Brand Management and Leadership. She has lead research, strategy and integration initiatives for non-traditional brand extensions, franchising, multi-channel brand building and global business growth. She is widely known for legacy business model innovation, building brands, humanitarian work in the US & Eastern Africa and mentorship/development of emerging leaders.

Her personal story, business approach and perspective on leadership has been the subject of feature articles in Wall Street Journal, Forbes, Fortune, CNN, and many other business and trade publications. Ms. Cole is a sought-after speaker and consultant on Leadership Development, Women in Business, Change Management, and Brand Innovation and Growth. She has been a featured guest on CBS, CNN, CNBC, MSNBC and and more. Kat was featured on CBS' "Undercover Boss" and recently named one of Fortune Magazine's 40 under 40.

10:00 a.m. **Keeping Pace: How LMA Stays Relevant in an Ever-Evolving Legal Marketplace**

2014 President, Legal Marketing Association

Tim Corcoran
Principal
Corcoran Consulting Group

10:15 a.m. **Networking and Refreshment Break in the Exhibit Hall**

On behalf of the Southeast Chapter and the Orlando City Group, we would like to personally welcome each of you to attend the 2014 Legal Marketing Association Annual Conference in Orlando, Florida – where Walt Disney, one of the world's most influential innovators and entrepreneurs, went from sketching a rabbit (yes, a rabbit) to running a multi-billion dollar empire, Walt Disney World!

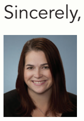
As current President of the Southeastern Chapter and member of the 2014 LMA Annual Conference Advisory Committee, we are truly excited to welcome all of you to the conference. Known primarily for its tourism industry, Orlando is also the second largest growing and most innovative cities in the world. With a sharp focus on the future, it is only fitting that LMA would choose Orlando as the site for this year's Annual Conference. For many years, the LMA Annual Conference has been an avenue for legal marketing professionals and attorneys to meet and network over a melting pot of ideas and strategic insights, and 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 of 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 Hilton Orlando Bonnet Creek is a 4-star property located in the entertainment district of Orlando, Florida. Several theme parks are located close to the hotel including Downtown Disney, DisneyQuest and Epcot. From attractions to arts; from culture to shopping; from spas to golf; from dining to outdoor adventures and nightlife, Orlando is a true world-class destination.

Again, we welcome you to Orlando! We truly hope that you leave the LMA Annual Conference charged and inspired and that you will take some of Walt's entrepreneurial spirit with you. We also hope that you will love the city and the Legal Marketing Association as much as we do!

Sincerely,



Jill Huse
Director of Marketing
Moore & Van Allen
President
Southeastern Chapter

Laura Kaminsky
Business Development & Marketing Manager
Baker Hostetler
2014 LMA Annual Conference Advisory Committee
Southeastern Chapter

Concurrent Breakout Sessions

Track One

Creating the Perfect Law Firm Experience – From the Client's Perspective

Law firms are constantly searching for ways to become more attractive to desirable clients, but do we *really* know what they want? If clients had the ability to build the perfect law firm, what would it look like? What is *their* blueprint for building the kind of firm that clients would flock to?

In this session, clients will give us their wish list for creating the optimal law firm. They will provide their insights in areas such as: client service and communication; client teams and relationship management; client feedback; cross-selling; establishing goals and measures; fees and billing; staffing; and methods for earning new business.

Participants will leave with a greater understanding of how to counsel their lawyers to interact with clients in the above listed key areas. There will also be an interactive checklist for participants to complete based on what they learn in the session.


Tracey Bracco
Assistant General Counsel Fund Management
CNL Financial Group


David Freeman
CEO
David Freeman Consulting Group


Nyea Sturman
Assistant Director of Legal Services
Orlando Magic

Track Two

Playing The Relationship Game in Today's Connected World

For relationship-based businesses like law firms, the connections that firms make with their clients—and the connections these clients have with each other—have a profound effect on the amount of ongoing business and new opportunities they'll win. Thanks to the ever-connected world we live in, it is now essential that firms align their digital marketing and business development efforts along what we like to call The Relationship Cycle.

In this session, we'll provide examples of how businesses are using interactive marketing to reach their clients at every point in their decision-making experience, establish trust and create advocates that help drive new business opportunities with current and prospective clients. As this is The Relationship Game, a handful of contestants from the audience will participate game-show style to help us identify key interactive trends, reveal best practices for building digital relationships and uncover key findings from our latest General Counsel Survey.


Kalev Peekna
Managing Director of Strategy
One North Interactive


John Simpson
CEO
One North Interactive

Track Three

Social Media Master Class: From Adhocracy to Strategy

Is all that experimenting with LinkedIn, YouTube, Twitter, and Blawgs achieving your goals? Or is Social Media consuming your resources with a dubious ROI? Your organization already has mastered the basics: you have a web site, blawg and perhaps even a LinkedIn Group for Alumni. If you're leading edge, you are also experimenting with Pinterest, Twitter, and YouTube. What really works? And how do you address risk issues such as identify theft, brand hijacking, and more? Social Media can either be a complete waste of time, or a key strategic plank for your firm. It all depends on your approach. This session will include time devoted to translating the concept and strategies into a specific action plan, Questions and Answers, Implementation brainstorming and "Hotseat" social media feedback.

Audience takeaways include:

- Address competing priorities using the Social Media Priority Planner and Relationship Curve models
- Risk Planning Frameworks to develop policy and mitigate risk
- Scaling Strategy: Social Media for Partners, Practices, Offices, and the Firm
- Leveraging events with Social Media: Communications, QR codes, Twitter Walls, post-event community-building
- Best practices in connecting Social Media and the Web


Randall Craig
President
108 ideaspace

Track Four

Niche Practices and Why They Work

Successful rainmakers, in firms of all sizes, know that owning a practice 'niche' is one of the best ways to establish a profitable "thought leader" position in the market place. What are practice 'niches,' and how do they work? In this highly-interactive presentation, the audience will hear stories of lawyers who have developed distinctive (sometimes unique) practices, learn to identify and evaluate potential niche practice ideas, and draft their own professional, practice niche statements (think elevator speech). A few brave volunteers will submit their niche practice ideas for the group to evaluate.

The session will utilize team competitions and wireless voting technology to encourage participation from everyone in the audience.

The session materials are designed to give marketing and business development professionals the tools to introduce (or enhance) "niche" practice thinking to their individual firms.


Kevin McMurdo
Chief Marketing Officer
Perkins Coie

12:00 – 1:15 p.m. **Networking Lunch**

NO videos or presentations allowed!

Talk to your colleagues without interruption, and we'll even help start the conversation with table topics for designated areas.

Thursday, April 3, 2014 • 1:15 – 2:15 p.m.

Concurrent Breakout Sessions

Track One

Big Data for Legal Marketers – Doing the Right Things and Doing Things Right for Bigger ROI

The program will focus on the intersection of big data, business development, process improvement and project management. Big data has the potential to help law firm marketers reach–and engage with–their lawyers and firm clients in new, targeted and strategic ways. Through the use of case studies, this panel will look at metrics and big data strategies in the marketing sector to help legal marketers gain greater insight into data management and best practices and provide better solutions and outcomes by tracking and improving return on marketing investment (both financial and time) for their firms. Topics will include the following:

- Data mining techniques;
- Client profile models and business analytics tools;
- Best use of data to add value to the firm;
- Defining the outcomes of marketing activities – what drives business and what doesn't; and
- Using data to make business development recommendations.

Rob Alston
Sales Director, Dockets and Expert Services
Thomson Reuters

Alina Gorokkhovsky
Partner
RCT Partners

Kristan Morrell
Chief Operating Officer
Dickstein Shapiro

Toni Wells
Associate Director of Business Development
McKenna Long & Aldridge

Moderator:

Catherine Alman MacDonagh
CEO
Legal Lean Sigma Insitute

Track Two

Generational Marketing: Strategies and Tactics for Engaging Different Generations

The business landscape is now composed of four distinct generations of purchasers and providers of legal services. Successful marketers understand each generation has their own distinct preferences for how they receive and process information, and what influences their purchasing decisions.

This program will provide insights into the four generations, and how you can construct and tailor your messages—both internal and external—so they are heard by your target audiences. And, more importantly, which delivery devices to use to ensure your messages are received.

Diving deeper into each generation, we will also explore the coming tide of Gen-X leaders, who are characterized by their "independence, individualism, resilience, self-reliance, adaptability, and an entrepreneurial spirit." As they start to take the lead on law firm operations, you will better understand how you can adapt as their rise in leadership will impact our business models and careers.

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

Heather Morse
Director of Marketing
Barger & Wolen LLP

Track Three

Relevant, Essential and Cool … Surprising Ways to Describe CRM at Today's Progressive Firms

Clients demand better value and service from their legal firms. Firms push to keep revenue and profit streams flowing and growing. And both sides are willing to explore alternatives that didn't exist just a few years ago. It's a perfect storm for building relationships and business development, with CRM right in the middle. This core technology is becoming a surprising catalyst for change as firms test its capabilities in innovative ways that will be discussed during this session. CRM is proving to be adept at handling client teams, referral networks and other trendy marketing approaches, and also takes care of business with ways to boost RFP wins and realization rates. Sponsors inside the firm are also finding success in converting professionals into active CRM users and supporters … especially when the results drive profits higher, strengthen client satisfaction and NPS ratings, and turn competitors into also-rans in the marketing race.

Darryl Cross
Vice President, Client Profitability and Performance Development
LexisNexis

Kris Filan
Manager KM Solutions Support
Ropes & Gray LLP

Pat Purdy
Marketing Technology Manager
Pillsbury Winthrop Shaw Pittman LLP

Track Four

Expanding Your Strategic Driver Practices: How Two Firms Nailed Strategy, Differentiation, Online Marketing, and Cross-Selling

Every firm has a couple of practices that offer real opportunity for leadership. They're dynamic and well led, or in a growing market segment. Too often, the firm's structure or internal competition inhibits the opportunity. In larger firms, an industry group or specialty area can be spread across a range of offices and practice, impeding cross-selling.

Two leading firms figured out a solution.

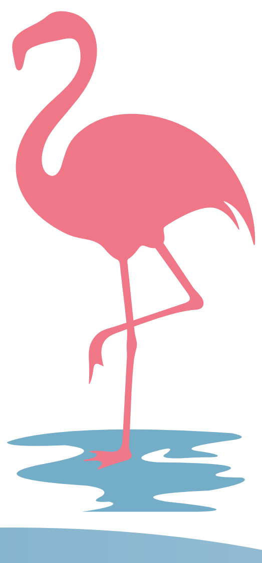
This presentation showcases the effective efforts of a large and small firm in targeting a practice and industry group for market dominance. Drinker Biddle sought growth in Health Care, although their lawyers were spread across 14 practices and 11 offices.

This initiative helped them work together and cross-sell, founded upon powerful stories, a microsite, and team retreat.

Employment boutique Laner Muchin sought to enhance their position in the restaurant industry and public sector. The initiative supported their in-person activities, and built a brand that showcased their work, leading to more client opportunities.

This program is effective for marketers at all levels, and firms of all sizes.

Ross Fishman
CEO
Fishman Marketing, Inc.



Concurrent Breakout Sessions

Track One

Winning Business in the "New Normal" – Connecting the Dots Between Pricing, Legal Project Management, Marketing and Practice Development to Win Profitable New Business

Winning new business has become more challenging today than ever before. Clients are increasingly leveraging their own analytics and tools to measure and compare the value of the legal services they buy, and to take advantage of a competitive market. The ability of law firms to align and partner with clients, to deliver true value, and to expand profitability sits at the intersection of a multidisciplinary and cross-functional approach that would converge and connect the dots among financial analysis, strategic pricing, business intelligence, knowledge management, business development, and legal project management. This session explores the challenges, opportunities, and best practices for the successful design, execution and measurement of this innovative and integrated approach. The session will cover valuable insights from small regional to large global law firms in implementing pricing and project management initiatives, with a focus on encouraging multi-department collaboration to enhance success. The panelists conclude by suggesting a number of relevant ways that Marketing Departments can be at the forefront of these initiatives that delivers profitable business to the law firm.


John Ferko
Director of Strategic Pricing and Practice Management
Miles & Stockbridge LLP


Steven Manton
Strategic Pricing Leader
Debevoise & Plimpton LLP


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


David Woods
Director of Client Services
Kelley Drye & Warren LLP

Track Two

When Firm Culture Gets in the Way of Firm Success: *How to Overcome Stumbling Blocks on the Path to Progress*

In the battle to win and retain clients a well-designed, well integrated, and above all, well Law firm culture is an elusive concept. Every firm is collegial, collaborative, and obsessed with client service – until, of course, they are not. Indeed, many elements of traditional firm culture can interfere with the need today to be fast, flexible, transparent and entrepreneurial as we pursue and service an empowered client base.

Many firms know this but have been maddeningly slow to adapt. Outsized egos, personal and political agendas, and inflexible bureaucratic infrastructures can grind even the best laid biz-dev efforts to a halt.

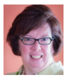
To give just one example, at many firms scarce budget dollars are scattered, in a nakedly political exercise, across offices, practices, industry groups, client teams and individuals with little or no strategic focus at all.

What's a BD professional to do?

Plenty. No matter how stuck in the cultural muck your firm's marketing and BD efforts may be, our panel has concrete suggestions for breaking free and building the momentum you need, including enhanced communication, reasonable risk taking, effective management of even the biggest egos, and other practices and techniques that will help you overcome cultural obstacles and, maybe – just maybe – effect meaningful and lasting cultural change at your firm.


Joe Calve
Chief Marketing Officer
Morrison & Foerster


Liz Cerasuolo
Director of Communications
Fish & Richardson


Maureen Flanagan
Senior Business Development Manager
Day Pitney


Jay T. Wager
Director, Business Development
Edwards Wildman Palmer

Moderator:


Carl Goodman
Principal
The Ackert Advisory

Track Three

The Road Ahead: Using Competitive Intelligence to Drive Business Development

Recently, the legal landscape has become a bumpy road. The road behind is littered with the legacy of firms that stalled or got left in the dust because they had the wrong strategy – or no strategy. Historically, firms may have had the luxury of just coasting or being reactive to market changes – but no longer. Firms now face a flat market where buyers are in the driver's seat. To succeed at business development, firms have to shift gears. To be more competitive they must become more 'intelligent' and really understand their clients, markets and competitors. This session will help firms "get smart" and map out a winning CI strategy. We will present research and results from firms that have accelerated their investments and demonstrated real ROI and will analyze the CI tools, tactics and techniques that can help firms get ahead.


Chris Fritsch
Business Development Technology Consultant
CLIENTSFirst Consulting LLC


Joe San Pietro
Competitive Intelligence & Social Media Strategy Consultant
CLIENTSFirst Consulting LLC


Jasmine Trillos-Decarie
Director of Marketing & Business Development
Foley Hoag LLP


Ramona Whitley
Director of Client Services
Allen Matkins

Track Four

How the Mighty Rise and Relationship Value Capital

Jim Collins' book – How the Mighty Fall – outlines a 5-stage model of decline for why great businesses and great firms breakdown, break up and eventually die. That said, if the mighty fall by a five stage model, then what is the five stage model for how the mighty rise? What do successful firms do to inspire growth, relevance and a bigger purpose that outlasts any generation of leaders and professionals.

This program will discuss emerging trends impacting the rise (and fall) of law firm client development with a focus on developing a triple bottom line:

1. Driving profitability through quality revenue;

2. Investing in authentic relationships with people, and;

3. Creating sustainable resources that benefit the firm, the client and the planet

The program also introduces a new kind of "working capital" – Relationship Value Capital – that when created, captured and invested help firms out-behave the competition and rise to new levels of profitability, purpose and meaning.


Jason A. Bovis
Chief Marketing Officer
Akerman Senterfitt


Andrea E. Crews
Director of Marketing & Business Development
Levenfeld Pearlstein, LLC


Deb Knupp
Partner
Akina Corporation

3:30-4:15 p.m. **Networking and Refreshment Break in the Exhibit Hall**

Concurrent Breakout Sessions

Track One

Adapting Strategic Planning Frameworks to a "Just Right" Formula for You and Your Firm

Dwight Eisenhower once remarked, "Plans are worthless, but planning is everything." If you've been part of a strategic planning process that resulted in a thick binder that now collects dust on a bookshelf, you know this to be true. This program will highlight some of the prevailing methodologies for the design and implementation of a strategic plan and use real-world law firm case studies to demonstrate how to incorporate and adapt these methodologies (not worthless plans!) into your day-to-day work for practices, offices, and projects of varying scope, at any size firm.

Patrick Fuller
Director, Corporate Segment
TyMetrix Legal Analytics

Kelly Harbour
Manager, Client Relationship Management
Bingham McCutchen LLP

Jim Jarrell
Business Development Manager
Barnes & Thornburg LLP

Track Two

Optimizing and Calculating the ROI of Coaching

The growing request for coaches inside law firms is challenging business development leaders to justify its expense and calculate its ROI. To accomplish this charge, it is no longer sufficient to simply employ coaches with a general mission, they must be positioned with clear goals, possess measurements to calculate success and benefits and be vetted to assure that the coaches possess law firm relevant knowledge, skills and approaches. This presentation will discuss the ROI of coaching, specific ways to strengthen outcomes from coaching engagements, ways to vet coaches and suggest approaches to expand the impact of coaching programs.

Sylvia F. James
Diversity Counsel
Baker Botts

Karen Kahn
Managing Partner
Threshold Advisors, LLC

Michelle Wimes
Director of Professional Development & Inclusion
Ogletree Deakins

Track Three

Clientelligence: The Cold, Hard Facts on What Your Clients Really Want from Your Firm

The strongest market driver for you is what your clients—and your potential clients—want. BTI draws on its unrivaled research and work with market leaders in virtually every major profession to define how superior client service accelerates profits for law firms. Michael B. Rynowecer not only paints a picture of exceptional client service at best-in-class law firms, he gives you the tools to help your firm thrive as a client-service leader. BTI brings together new research with over 600 corporate counsel, 120 law firm CMOs and 300 leadership partners to break down:

- How law firms measure up on client service–by name
- 8 practices plaguing client feedback initiatives
- 9 success factors driving best-in-class client service programs
- 8 trends driving the 2014 legal market–and how to use them to your advantage

Michael Rynowecer will lead this highly interactive session combining in-depth analysis of 2014 market trends and world-class client service programs at the best-run law firms.

Michael B. Rynowecer
Founder and CEO
The BTI Consulting Group, Inc.

Track Four

LinkedIn … or Left Out? An Opportunity Too Big for Smart Firms to Ignore

LinkedIn is radically changing the way General Counsel evaluates outside firms. Greentarget's 2013 social media survey found that two-thirds of in-house counsel uses LinkedIn on a weekly basis. LinkedIn threatens to sideline firms who ignore its impact, and presents an opportunity for firms who mobilize their partnerships to embrace social business. In this panel, we'll explore how leading firms are using LinkedIn to burnish their brands, enhance attorney reputations, and continuously engage clients with thought leadership.

Patrick Baynes
Co-founder
PeopleLinx and early LinkedIn employee

John Corey
Co-founder
Greentarget

6:30 p.m.

"Carlito's Calypso"

See page 22 for details.

Sponsored By:

Super Lawyers

Looking forward to networking at my Calypso!

9:30 p.m.

Akina Nightcap

See page 22 for details.

Sponsored By:

Akina

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. **Recognition Committee Award Presentations** *- see p. 27 for details*

9:30 a.m. **General Counsel Panel - U.S. General Counsel Discuss Global Needs For Outside Counsel: Is Your Firm On Their Short List?**

This panel of general counsel will discuss high priority needs, challenges and concerns related to managing a large law department. In addition, the panel will discuss the complexities of related to managing a remote professional staff who work outside the United States. Topics covered will include:

- How law firms can help meet the needs of today's law department challenges;
- What today's law department leaders see as potential future challenges
- How firms' managing partners may engage in shared insight discussions with law department leader/counterparts
- How is value received for fees paid assessed by the corporations today?
- What is most useful about a year-end review, aka client feedback meeting?
- Last call: number one need on the law department side: from the relationship standpoint? From the substantive legal needs standpoint?

Panelists:

Alfreda Bradley Coar
General Counsel
GE Healthcare

Mark Roellig
Executive President
& General Counsel
MassMutual Financial Group

Moderators:

Silvia L. Coulter
Principal
LawVision Group

Lloyd M. Johnson, Jr.
Publisher and Community Leader
InsideCounsel

Additional panelists to be confirmed.

10:30 a.m. **Networking and Refreshment Break in the Exhibit Hall with *Networking for Prizes Drawing***

Think Tank Live!

In association with LMA's Think Tank Committee and sponsored by

ShiftCentral
The Market Intelligence Agency

Last year's Annual Conference CMO Roundtables pioneered a new format based on the approach used by LMA's Think Tank Committee to build new intellectual capital: prepare participants with relevant background materials; engage in a spirited discussion of topical issues; and deliver a written report on the findings, complemented by additional research.

This year we'll be following the same format, but we'll be focused on two of topics that will be the subject of significant discussion during the Annual Conference: "Big Data"and "Disruptive Business Models."

Roundtable participants will convene for two interactive "Think Tanks." Moderators will facilitate and inspire the conversation, using key data and information from earlier conference presentations to engage the audience. The conversational format will be the ideal forum for the world's leading legal marketers to voice opinions, share experiences and best practices, and absorb knowledge from peers.

Friday, April 4, 1:30–2:30 p.m. Think Tank One: Big Data — Big Idea or "Big Deal?"

Every decade legal marketers get swept up in a new technology wave: first, customer relationship management; next, website and digital marketing; and now "Big Data." But what does Big Data truly offer? Does it have the potential to truly change the way in which lawyers serve their clients, and how marketers promote their services? Or is it really just hope, hype, and not much else? In 'Think Tank One,' we'll examine conference-goers' reactions to the evidence presented elsewhere in the conference.

Friday, April 4, 2:45–3:45 p.m. Think Tank Two: Disruptive Business Models — Friend or Foe?

Are new entrants to the legal services realm truly competitive to traditional law firms? Or do they simply represent a new way in which humdrum elements of the legal process can be delivered in more efficient ways, leaving attorneys in Big Law to focus on the high value-added items they do best? In Think Tank Two, we'll ask if LMA members see new non-traditional players as a big threat, or if they are just one new part of an ever-evolving industry?

Friday, April 4, 2014 • 11:15 a.m. – 12:15 p.m.

Concurrent Breakout Sessions

Track One

How to Build an Industry-Focused Mobile App for Your Firm: A Lessons-Learned Case Study

The way the legal market and business world in general consumes information is changing by the minute. As of 2013, 53% of in-house lawyers read daily general business media on their smartphones and 91% of all U.S. citizens have their mobile phone within reach 24/7. This panel will describe the emerging "mobile mindset" and its application to the legal marketplace. We will review our firm's experience publishing an industry- and client-focused mobile app, including: linking the firm's strategic footprint to the app; adhering to the 80/20 content marketing rule by developing a content management system; aggregating content into the app from blogs, articles, tweets, news and video; the importance of regularly publishing new app content about the market through push notifications; vendor selection and cost; the nitty-gritty of developing a project team, scope and timeline; and getting management and partner buy-in.

Marika DaPron
Director of Marketing Operations
Bracewell & Giuliani LLP

Nicholas Kosar
Business Development Manager
Bracewell & Giuliani LLP

Paul Grabowski
Chief Marketing Officer
Bracewell & Giuliani LLP

Track Two

Trends in Media/PR for Law Firms in Terms of What's Valuable and Effective Today

Whether it's a hit in the Wall Street journal, or managing our media relations program strategically through niche /industry media or social media generally or whatever is "next," it hasn't been about print in a very long time, but now even online media can be a fool's game. Both the legal industry and the media industry have changed immeasurably over the last four years. This dynamic panel of PR professionals from across the country will weigh in and debate what they consider to be the future of PR for law firms.

Eleanor Kerlow
Senior Public Relations Manager
Hunton & Williams LLP

Kathy O'Brien
Senior Vice President, Public Reputation
Jaffe PR

Susan L. Peters
Senior Public Relations Manager
Davis Polk & Wardwell LLP

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

Moderator:

Lisa Sachdev
Senior Public Relations Manager
Dentons US LLP

Track Three

Sit Back and Automate

You fight to acquire your data, you protect it, clean it, organize it, reorganize it, show it to a lawyer, let it go out and play in an email, clean it again and generally give it all the love in the world.

Now it's time for your data to return the favor and work for you.

Jon and Matt will investigate the automation of various marketing processes by leveraging existing data held in a CRM. From email automation and lead nurturing, through automated business development processes to dynamic content on alumni websites this session will present thought leadership and case studies from the legal sector as well as other industries.

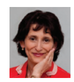
Jon Metcalf
Director of Marketing Technology
Fenwick & West, LLP

Matt Parfitt
President
Vuture U.S.

Track Four

Creating and Building a Sales Culture

Law firm chief marketing officers, directors of marketing, marketing partners, and key marketing team members know, better than anyone, the characteristics of a sales culture; however, few know how to lead and manage a strategic culture change process to create that culture. This interactive presentation will provide a step-by-step process to become a change agent and create a sales culture and provide attendees with a tool kit and action plan to bring back to their law firms to begin the culture change process.



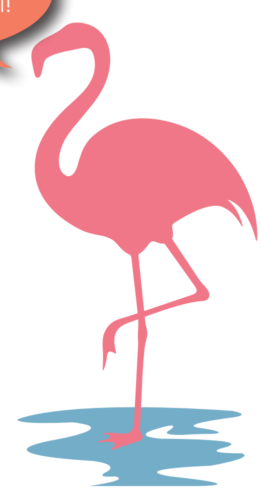
Susan Letterman White
Owner
Letterman White Consulting and Lawyers Leaders Teams

12:15 – 1:30 p.m. **Networking Lunch**

NO videos or presentations allowed!

Talk to your colleagues without interruption, and we'll even help start the conversation with table topics for designated areas.

Lunch has never been this social!



Concurrent Breakout Sessions

Track One

Get Ready for a Paradigm Shift: Stop Manually Managing Data and Start Winning New Clients

Increased competition, rising demands for new clients and the need to differentiate your law firm have profoundly changed the business development landscape. Learn how two leading law firms have strategically invested in technology and reduced manual data entry and management by 80%, enabling them to focus on developing, running and tracking highly targeted campaigns to open new doors and land profitable clients with the highest growth potential. You'll leave this session with information on how you can achieve deep client insights and leverage those insights to provide immediate ROI for your firm.

Elisabet Hardy
VP Product Management
Thomson Reuters Elite

Vincent Scarinci
Sales Director
Thomson Reuters Elite

Track Two

Succeeding with Technology: Marketing and IT Working Together

IT departments build things that scale and last, while marketing wants the next big thing- and needed it yesterday. How can the two departments collaboratively work together to benefit the firm and achieve their goals? Working as a team, marketing and IT can develop a strong and successful partnership. Our panel will discuss their experiences and share specific tools and best practices to improve communication, collaboration and the overall relationship between marketing and IT.

Katy Admirand
Marketing Technology Manager
Kaye Scholer LLP

John Bonandrini
Director of IT
Foster Swift Collins & Smith PC

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

Moderator:

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

Track Three

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

Few things contribute more to an associate's long-term success than building a series of personal and professional networks. Yet, despite its importance, many junior professionals avoid networking. Believing it involves little more than schmoozing—making ingratiating small talk (even sucking up) for personal gain—some hate the very concept of building a network. Others believe they simply don't possess natural networking talents. They've seen a partner casually walk into a room, immediately find an acquaintance, tell the perfect joke, and then move on to make yet another connection. Hesitant networkers watch these naturals with amazement and know "working a room" is just not what they do best. "45 Things Your Junior Associates Need to Know About Networking" provides marketing professionals with a quick list of the 100 most important "things" their junior associates need to know as they enter the world of business development.

Mary Crane
Owner
Mary Crane & Associates, LLC

Track Four

Quick Fixes: Innovative Solutions in Law Firm Business Development

Three experienced legal marketers present solutions to the most prevalent problems in business development:

- How do you drive cross-selling when lawyers don't really know each other?
- With limited staff and budget, how do you make business development part of everything lawyers are doing?
- How do you create business development opportunities that are appealing to clients?

Their insights will include ideas on driving cross-selling and generating action after merging two firms with over 750 attorneys in 13 offices, techniques for integrating business development into everything lawyers are doing, and tips for navigating firm politics to gain direct access to clients and developing activities that appeal to clients while building

Dave Bruns
Director of Client Services
Farella Braun + Martel LLP

Melanie S. Green
Chief Client Development Officer
Faegre Baker Daniels

Paul Malanowski
Director of Client Relations
Saul Ewing

Moderator:

Nancy Mangan
Senior Consultant
Wicker Park Group

"Think Tank Live!" 1:30 – 2:30 p.m.

In association with LMA's Think Tank Committee and sponsored by ShiftCentral
The Market Intelligence Agency

Think Tank One: Big Data – Big Idea or "Big Deal?"

See page 17 for more details.

Concurrent Breakout Sessions

Track One

Leveraging the Latest Trends and Tools in Digital Marketing Engagement

This session will highlight some emerging online marketing trends and show examples of how they are being used by organizations to gain an advantage on their competition and achieve privacy compliance. The underlying dynamics of online marketing will be examined to determine what tactics deliver the most differentiation, bang for the buck and most impact to law firms. Then case studies of business development success stories using SEO, analytics, email marketing and social media will be featured.

Jeff Hemming
Client Adviser
Tikit

Additional speakers to be confirmed

Track Two

Can the C-Suite Lead the Social Media Law Firm?

While Fortune 500 executives are beginning to leverage social media, law firm executives are lagging.

Two C-Level decision makers (not practicing lawyers) in Am Law 200 firms made the decision in the fall of 2013 to start using social media, personally. They wished to experience how their use of social media could help change the perceptions of their brand, better equip them to lead their marketing and business development teams, and help them guide individual lawyers in their use of social.

With five months of strategic consulting and coaching, these executives became active content creators and social media contributors on blogs, Facebook, LinkedIn, Twitter, and Google+.

Learn about the personal and firm wide challenges and rewards these law firm executives experienced, and will continue to experience in their personal use of social media.

Deborah Grabein
Director of Business Development
Andrews Kurth

Michael Hertz
Chief Marketing Officer
White & Case

Moderator:

Kevin O'Keefe
CEO
LexBlog, Inc.

Track Three

Redefining Thought Leadership: Using Content to Start Conversations

What is thought leadership? Law firms distribute content through alerts, blogs, webinars and social media. But, thought leadership isn't just pushing out content; true thought leadership drives conversations and engagement. Used well, it's a powerful business development tool.

Defining thought leadership: What's in, what's out, thought-leadership best practices

Process: A framework for developing content-led marketing

Case studies:

Steptoe & Johnson: Developing a proprietary study on challenges in shale gas production.

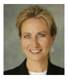
Tucker Ellis: Successes/challenges in implementing law firm thought-leadership programs (applying Big Four accounting experience).

Discussion: Participants will discuss barriers and solutions to thought leadership. A tip sheet will be developed for distribution.

Takeaways:

Techniques for getting lawyers on board with thought leadership
Ways to overcome obstacles to implementation
How to use thought leadership to drive conversations
A decision-making framework for content-led marketing
How to use thought leadership for industry or niche practices

Paul Gladen
President and Founder
Muzeview LLC



Sally Schmidt
President
Schmidt Marketing, Inc.

Jon Mattson
Chief Marketing and Business Development Officer
Tucker Ellis

Betsy Spellman
Chief Marketing Officer
Steptoe & Johnson

Track Four

The Account-Centric Approach: Improve Client Satisfaction While Increasing Your Revenues

This discussion of account-centric techniques will demonstrate how accounting firms keep and expand client relationships through focused client care as well as solution and needs-based selling. The difference in compensation structures between law firms and accounting firms will be discussed and advice will be shared on how an account-centric program can be initiated in a culture where the team approach has been problematic. Marketing managers/directors will walk away with ideas about how to implement simple client feedback programs and account planning workshops. Attendees will be able to refresh department objectives beyond visibility and branding tasks and begin providing true business development support. The program provides examples of issue/action/impact level discussions with clients, relationship maps, and pipeline trackers. The audience will learn how to choose clients for the program and identify client opportunities to link their firm's capabilities with client needs.

Frank Ellis
Director, Business Development Leader
SingerLewak

Brenda Pontiff
Founder
Pontiff Communications

"Think Tank Live!" 2:45 – 3:45 p.m.

In association with LMA's Think Tank Committee and sponsored by ShiftCentral
The Market Intelligence Agency

Think Tank Two: Disruptive Business Models – Friend or Foe?

See page 17 for more details.

3:45 – 4:00 p.m. **Networking and Refreshment Break**

4:00 – 5:00 p.m. **Closing Session and Conference Wrap-Up What's Next? Implement, Implement, Implement**

Concluding the 2014 Annual Conference will be an interactive program that reviews the key themes and takeaways identified during this year's educational sessions. Hosted by LMA's 2014 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 2015 LMA Annual Conference. Attendees of this session will be entered into a raffle for a complimentary registration to next year's Annual Conference in San Diego. The drawing will take place at the end of the session and you must be present to win.

5:00 p.m. **End of Conference**

A First-Class Program of Content, Education and Networking

With conference sessions focused on practical examples and real-life scenarios that address the predominant issues, challenges and opportunities you face on a daily basis, you are guaranteed to return to your office inspired with fresh ideas for competing in today's dynamic market. Your attendance will give you a competitive advantage to add more to your organization's strategic direction and bottom line. Don't take our word for it – here's what past attendees had to say:

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

Jim Durham
Founder, Jim Durham Consulting

"You're going to network and expand your circle of people that you can draw upon to help you do your job better on a daily basis."

Rhonda Ulrich
Marketing & Business Development Manager, Duane Morris LLP

"For someone who has never attended the conference before, it's a solid and fun introduction into the legal marketing industry and they can meet a lot of people who can help them in their career"

Kelvin Chin
Consulting Director, RenewData

"Two-Three days, to really learn from each other and be inspired by each other, there's nothing else like this out there."

Jeanne Hammerstrom
Chief Marketing Officer, Benesch LLP

"Come back to the conference, you'll be impressed, you'll see the quality, the bar has been raised and the bar gets raised every year."

Maggie Watkins
Chief Marketing & Business Development Officer, Best Best & Krieger LLP

"You see people giving each other big hugs and squeals of delight when they see some of the faces they've spent time with at previous conferences."

Matthew Parfitt
President, Vuture U.S.

Look what people are saying!

"The LMA conference is the preeminent conference in the world for legal marketing. This is probably the largest and most comprehensive conference whether it's from an educational, personal development point of view or even commercially, everyone gains value out of this and you can have a lot of fun here as well."

Mark Power
Founder & CEO, Concep Group

Onsite, Take Networking to Another Level

Get Connected

The LMA Annual Conference is a powerful way to build professional relationships and generate business opportunities. The conference annually attracts a broad range of legal marketers, from law firms large and small, domestic and international, and offers high-quality education with 30+ sessions that address the latest industry trends and hot topics and feature best practices across the industry. In addition to the educational sessions, we feature myriad opportunities to network with your peers before, during and after the conference, including facilitated face-to-face networking, such as luncheons, receptions and other social events designed for the informal exchange of ideas and relaxed conversation as well as extensive online communities and mobile options.

One of the greatest take-aways you'll get from the LMA Annual Conference is the connections you'll make. However, you don't have to wait until the conference begins to start networking. Enhance your conference experience in Orlando by connecting with your peers now through social media.

With that said, we would like to share with you some information about how to make the most of the unique networking opportunities this conference offers.

The blue bird is talkative on #LMA14. Twitter is LMA's loudspeaker for all networking opportunities, from official cocktail receptions to improvised meet-ups. Follow @LMA_ANNUAL_CONF for the latest news and conference updates. Don't forget to tag conference related tweets with #LMA14.

Connect with fellow legal marketers by joining the official LMA Annual Conference LinkedIn Group. This group is open to anyone, regardless of membership status, and whether or not they will be attending the 2014 LMA Annual Conference. Be first to learn about new speakers, panels, receptions and special events that will make the LMA Annual Conference an event not to be missed.

To join: search for the Legal Marketing Association (LMA) Annual Conference group on LinkedIn.

Go Mobile

We are proud to introduce the LMA Annual Conference app. The app will allow you to connect with attendees, access the most up-to-date agenda, speakers' presentations, exhibitors' information and much more. Check www.LMAconference.com for updates about the app.

QuickMobile is the global leader of event apps. We transform meetings and events with feature-rich communication channels in every purse and pocket, allowing event owners to increase participation, generate revenue and continue building loyalty long after the closing remarks. For more information, visit www.quickmobile.com and follow QuickMobile on Twitter: @quickmobile.

Continuing the tradition, we will once again offer a Mobile Website (www.LMAconference.mobi) where you can easily access updates from your smartphone. The LMA Annual Conference mobile website is designed and developed by Moire Marketing Partners. Headquartered in Washington, D.C., Moire Marketing Partners is a strategic branding and communications agency specializing in the success of professional services firms.

We're bringing back the most popular networking opportunities from previous years and adding new events. The LMA Annual Conference has never been so social.

Wednesday, April 2 from 5:00 – 5:30 p.m. – First Timers' Reception

The First Timers' 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 2014 LMA Annual Conference Advisory Committee and to meet other new legal marketing professionals.

Wednesday, April 2 from 5:30 – 6:30 p.m. – Welcome Reception

Taking place in the Exhibit Hall, this reception officially kicks off the 2014 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 2014 sponsors and exhibitors.

Thursday, April 3 from 12:00 – 1:15 p.m. – LMA Shared Interest Groups (SIGs) Meetings

During the conference 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.

Thursday, April 3 at 6:30 p.m. – "Carlito's Calypso"

After a long day of learning all conference attendees are invited to unwind outside on the lush grounds of the Hilton Orlando Bonnet Creek with a cocktail, heavy hors d'oeuvres, music and networking. This is an excellent opportunity to converse with some of the day's panelists and presenters, or simply to catch up with friends and colleagues.

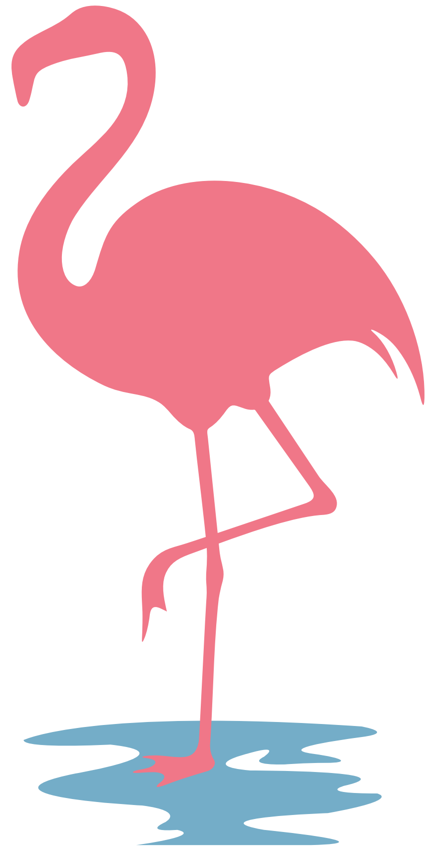
Sponsored by: Super Lawyers

Thursday, April 3 from 9:30 – 11:30 p.m. – Akina Nightcap

Please join Akina Corporation for the sixth annual Nightcap – visit www.LMAconference.com for more details.

Meet Carlito

The Official 2014 LMA Annual Conference Mascot



We first met Carlito at the 2013 Annual Conference in Las Vegas. When Carlito found out that the 2014 Annual Conference would take place in his hometown of Orlando, he graciously offered to welcome attendees as the official 2014 event mascot.

Carlito has since been on a whirlwind tour to promote the LMA Annual Conference to legal marketers around the world, venturing from Las Vegas to New York, Chicago, London, France, Germany and beyond. He could be in your hometown soon too. One of Carlito's greatest traits that makes him so akin to legal marketers, is the value he places on relationships. That's why you'll see Carlito featured whenever there is an opportunity to engage with your legal marketing community. Look out for Carlito throughout your time at the conference in Orlando.

You don't have to wait until the conference to embrace the *Carlito Spirit*. Play along with Have you seen Carlito? Did you take a Carlito home with you from Las Vegas? If so, take him on your journeys with you, and send us a picture so we can see what he's been up to. Then share your photos with Carlito on Twitter using #LMA14Carlito or post them on the LMA Facebook page. To keep in touch with where else in the world Carlito has been, visit www.LMAconference.com/carlito-map.html.

Look out for specific Carlito photo challenges on twitter and for the chance to win prizes. Follow #LMA14Carlito.

Make the Most of Your Time in Orlando

This year we have teamed up with Orlando Convention Aid, an online travel guide, to help you make the most of your time in Orlando. Visit the Orlando Convention Aid website and take advantage of a wide range of complimentary services including custom travel guides, concierge services and discount coupons to more than 65 local Orlando businesses. This online travel guide will help you plan your time during your stay in Orlando.

Scan the QR code to:

- Purchase discounted attraction tickets
- Receive discounts to fantastic restaurants and make dinner reservations
- Enjoy complimentary cocktails at some of Orlando's best venues
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We work closely with sponsors to create the perfect business development solution catered exclusively 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 2014 LMA Annual Conference Sponsorship Faculty, please contact:

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

2014 Legal Marketing Association Annual Conference.

Exhibitors:

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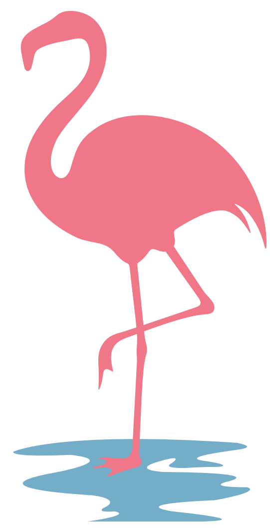


About LMA

The Authority for Legal Marketing®

The Legal Marketing Association is a not-for-profit organization dedicated to serving the needs and maintaining the professional standards of the men and women involved in marketing, business development, client service, communications, pricing, project management and practice improvement within the legal profession.

One of the principal goals of LMA is to provide to its members vital and timely information on a wide variety of legal marketing issues so that they may grow professionally as well as personally. LMA members immediately gain access to a wealth of resources including national and regional educational programs, *Strategies* – The Journal of Legal Marketing, monthly e-newsletters, LMA website and online job bank, industry-specific market research, timely and provocative white papers and much more.

More than networking, at its core LMA provides a forum for members to share and exchange ideas that empower them to help build successful practices in today's competitive legal marketplace. **For more information visit www.legalmarketing.org.**

"The Legal Marketing Association was founded with the idea that the individuals working to market legal services needed a forum to share and exchange ideas with each other. That basic principle holds true today. LMA is a vital resource — a lifeline — for anyone working in the marketing of professional services. You simply can't be in this profession without being a member of the Legal Marketing Association."

Marceline O'Conner Johnson, Founding LMA Member and Past President

About LMA's Annual Conference partner - American Conference Institute:

American Conference Institute (ACI) is a best-in-class business-to-business event organizer. ACI develops and executes over 130 conferences each year that focus on legal, regulatory and business issues, and which annually attract over 15,000 attorneys, compliance officers, policy makers, regulators, corporate leaders, business development and marketing executives.

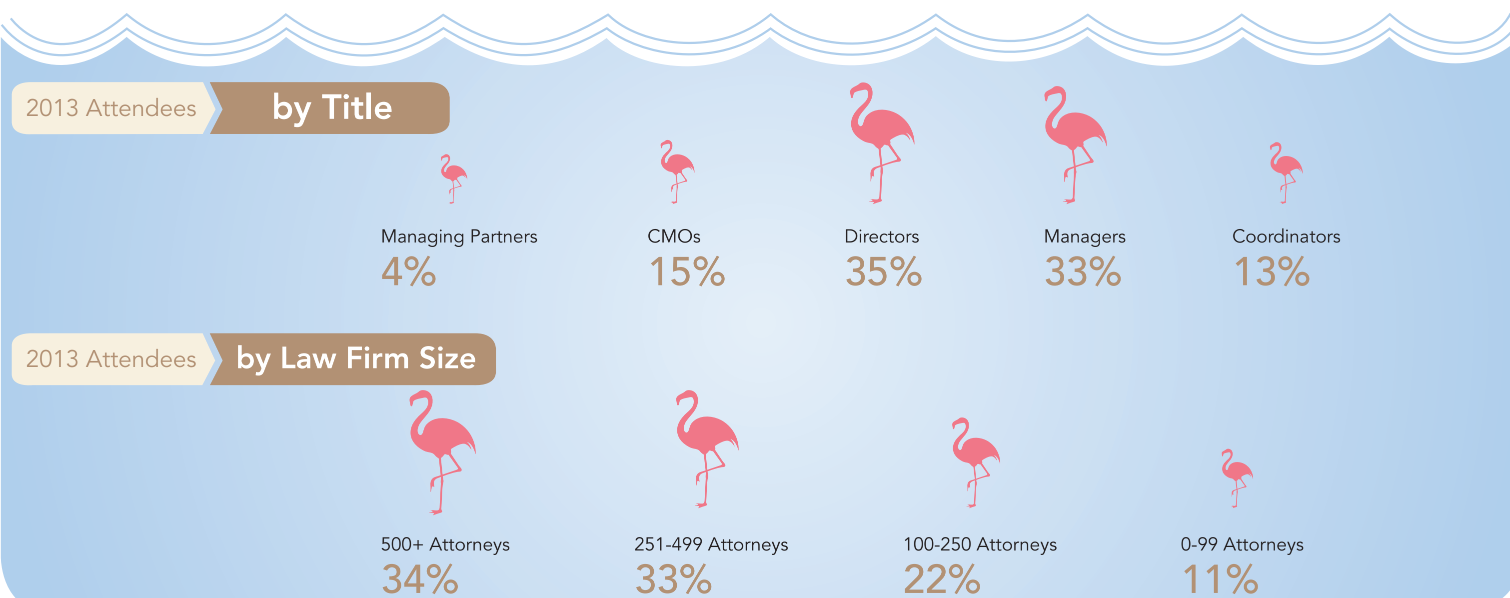
Staffed by industry specialists, lawyers, marketers, analysts and other professionals, ACI prides itself on its ability to monitor industry trends and developments in all major industry sectors, the law, and public policy, with a view to providing cutting-edge information to the executives who attend our events.

LMA first partnered with ACI in 2009 to produce the Annual Conference. In July 2013 the partnership was extended for a further three years. As a best-in-class event organizer, ACI takes tremendous pride in partnering with a best-in-class association, LMA, to advance the goal of LMA as the leading provider of legal marketing learning and networking opportunities.

Conference Attendee Demographics

Attended by senior legal marketing and business development professionals from small, mid-size and large firms from across the country, the 2013 LMA Annual Conference also attracted the highest number of firms' top marketing or business development executives.

Below please find a snapshot of the 2013 LMA Annual Conference attendees:



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.

Florida Trend magazine provides excellent, forward-looking, and in-depth reporting on business, finance and public policy in Florida. Special sections and annual publications focus on travel, restaurants, innovation, research and technology, law and small business. Florida Trend reaches more than 250,000 business executives, government officials and civic leaders. In addition, the magazine's website reaches approximately 81,000 unique visitors monthly. For more information, visit www.FloridaTrend.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. The non-profit user group is truly peer-powered. For information about ILTA, or to obtain a membership application, visit www.iltanet.org.

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.

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 P.R. pros Joshua Peck of Duane Morris and Dara McQuillan—provides members with a forum to exchange ideas, experiences and information on a variety of communications and media issues. Guest speakers have included some of the top legal journalists from the U.S. and abroad; leading litigation and corporate lawyers; media training specialists; and other specialized service providers. Several other cities, including Washington; Boston; Houston; LA, Minneapolis/St. Paul; San Francisco; Atlanta; and Chicago, have launched LFMP and related groups. For more information visit www.lfmp.com.

About LMA's Recognition Committee

Sponsored by: ALM LEGAL INTELLIGENCE More research. More insight. **More business.**

Again this year, the Legal Marketing Association's Recognition Committee is pleased to oversee the 2014 Awards Program. The LMA Your Honor Awards recognize creativity, execution, achievement and overall excellence in legal marketing, business development and communications. The LMA Hall of Fame Award celebrates individuals who have made extraordinary contributions to the legal marketing industry and the association. The LMA Rising Star Award honors a professional who is new to the industry and is truly "one to watch" because of contributions to the profession, the association and the legal community. The LMA Outstanding Chapter Award is presented to a chapter that exhibits superior performance that benefits chapter members and the association as a whole. Join Recognition Committee Chairs Courtney Kall and Charlise Hyatt in congratulating the 2014 award recipients.

Venue & Travel Information

Hilton Orlando Bonnet Creek

14100 Bonnet Creek Resort Lane
Orlando, FL 32821

Hotel Reservations

The LMA is pleased to offer our delegates a limited number of hotel rooms at a preferential rate. To reserve your room online, please visit www.LMAconference.com/hotel.html

For direct guest assistance and to book your hotel room, contact the Hilton Orlando Bonnet Creek reservation desk at **(888) 353-2013**. Please reference 'LMA Conference'.

About the Venue

The AAA Four Diamond Hilton Orlando Bonnet Creek Resort stands as a luxurious oasis tucked within the gates of Walt Disney World®. The hotel is nestled within the serene Bonnet Creek nature preserve with 12 dining and lounge options, a lagoon-style pool with a 3-acre lazy river, and a health club. Guests also have access to the amenities at the neighboring Waldorf Astoria, which includes a spa, championship golf club and a second set of pools.

You're just minutes away from the Magic! Complimentary luxury transportation is exclusively available for guests to and from Walt Disney World® theme parks including Magic Kingdom® Park, Epcot®, Disney's Hollywood Studios™, Disney's Animal Kingdom® Theme Park and the Downtown Disney® Area.

Waldorf Astoria Spa by Guerlain®

The Waldorf Astoria Spa by Guerlain® is located within the Waldorf Astoria, located just next door to the Hilton Orlando Bonnet Creek. The 24,000 square foot spa includes 22 treatment rooms, customized spa treatments including rejuvenating facials, mani-pedis, soothing massages, body therapies, a full lounge, plush robes, slippers, rainfall showers, Jacuzzi, eucalyptus steam room, experiential shower and tea lounge. Use of the facilities is complimentary with any scheduled treatment. Should you not have enough time to enjoy one of these luxurious treatments, relax with the spa's tea lounge, steam room, and jacuzzi for a daily fee of $30.

Hours – Daily from 9:00 a.m. – 8:00 p.m.

Dining at Hilton Orlando Bonnet Creek

La Luce features a menu of traditional Italian recipes by famed Napa Valley Chef and restaurateur Donna Scala. The menu is extensive, offering everything from gourmet pizza, in-house made pastas, to braised lamb shank. La Luce's menu highlights the very best that Central Florida has to offer, including King Farm's mustard greens and heirloom tomatoes, B&W Farm's salad greens, Port Canaveral shrimp, Winter Park Dairy's blue vinaigrette, and even a bread pudding soaked with Palm Ridge Reserve Whiskey, made in a micro-distillery located on a small cattle farm near Umatilla, Florida.

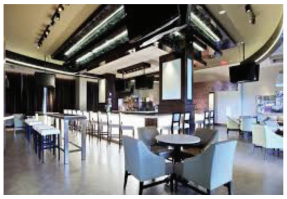
They feature wines from Italy, Mediterranean-inspired drinks, olives from spain, breads and pastries created by an in-house bakery located inside the hotel.

For those looking for a unique dining experience, La Luce offers a **private dining room** perfect for both social and business events. The wide array of menu options offers something for everyone in your party.

Open daily for dinner 5:00 – 11:00 p.m.
For Reservations call (407) 597-3600

Harvest Bistro is the largest restaurant at the Hilton Orlando Bonnet Creek. Start-off your day with a breakfast buffet, featuring a wide variety of hot and cold specialties and served daily alongside the a la carte breakfast menu. The lunch and dinner menus feature classics with a modern twist like grilled shrimp with grits and an organic cheeseburger.

Open daily for Breakfast, Lunch, and Dinner – 7:00 a.m. – 10:00 p.m.



Zeta Bar has quickly become one of Orlando's newest spots for sensational sushi. The man behind the sushi at **Zeta Bar** is Chef Daniel Ling. The bar offers a lively atmosphere for a cocktail or specialty drink after a business meeting or action-packed day at the parks.

Open Daily for Happy Hour and Dinner.
Happy Hour: Drink Specials from 5 – 7 p.m.; Sushi Specials from 6 – 7 p.m.
Bar: 5:00 p.m. – Close   Dinner: 6:00 – 10:00 p.m.

Located right off the lobby, you will find a **24-hour** espresso bar, MUSE. Regardless of the time of day, guests can choose from freshly prepared coffees, pastries, and grab-and-go items such as garden-fresh salads and sandwiches.

The open-air poolside eatery, Beech, features burgers, salads, light appetizers as well as frozen beverages and a shaved ice cart, complete with fresh fruit popsicles and shakes.

Open daily for Lunch and Dinner
11:00 a.m. – 9:00 p.m. Food Service   11:00 a.m. – 10:00 p.m. Bar & Beverage Service

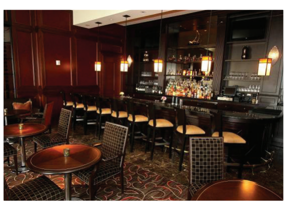
For lighter fare or pre-dinner cocktails, stop-in Sena Bar + Lounge. Referred to as the hotel's "family room," this bar offers specialty seasonal cocktails, local micro-brewed beer selections and a small plate menu.

Open Daily: 11:00 a.m. – 2:00 a.m.
For more information and to make dining reservations visit www.LMAconference.com/hotel.html or call 407.597.3600.

Dining at the Adjacent Waldorf Astoria

Bull & Bear is located at the adjacent Waldorf Astoria Orlando. The original in New York is famed for being the first to serve USDA-Certified Angus Beef on the Eastern Seaboard. The classic steakhouse, named Best Fine Dining by Orlando Home & Leisure, offers a menu of trend-setting fare, including specialties Yellow Fin Tuna Carpaccio, 36-Ounce 28-Day Dry-Aged Tomahawk Rib Eye, Pan-Roasted Dover Sole, and Veal Oscar.

Open Daily for Dinner: 6:00 – 10:00 p.m.



The Clubhouse Grill serves as the 19th hole for both golfers and guests who want to enjoy the view over lunch. A favorite among guests is the Signature Reuben.

Open Daily for Lunch: 10:00 a.m. – 4:30 p.m.

Oscar's offers contemporary American dishes and re-interpretations of dishes created at the original in New York such as Eggs Benedict in a casual setting.

Open daily for Breakfast
Monday – Friday 7:00 – 11:30 a.m.   Saturday and Sunday 7:00 a.m. – 12:00 p.m.

For more information and to make dining reservations visit www.LMAconference.com/hotel.html or call (407) 597-5500.

Transportation

Hilton Orlando Bonnet Creek is just 18 miles from the Orlando International Airport.

Directions to the Hilton Orlando Bonnet Creek can be found at www.hiltonbonnetcreek.com/directions.

Transportation is available from the airport to the hotel through the Mears Transportation shuttle service. The cost of a round trip voucher to and from the hotel is $34 per person. You may purchase a voucher at the Mears desk which is located on the lower level of the airport next to the baggage claim.

The Hilton Orlando Bonnet Creek concierge service is available to assist guests seven days a week from 7:00 a.m. to 10:00 p.m.
For more information call 407-597-3688.

For more information visit the official Hilton Orlando Bonnet Creek website at www.HiltonBonnetCreek.com.

Registration Fees & Information

Register online at www.LMAconference.com or call the dedicated registration line today at 1-877-562-7172

Group Bookings

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

A group of 5 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
- Once invoice will be issued to the group coordinator
- Substitutions are permitted but this booking is non-refundable

Call the dedicated 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 2, 2014.

QuickStart, SMORs, CMO Summit, Practical P3 Workshop or Creative Problem Solving for Legal Marketers Workshop 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 December 30, 2013. All paid registrations received on or before December 30, 2013 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 e-mail to customerservice@LMAconference.com according to the following schedule:

Before Feb. 14, 2014:	Full refund
February 15 – March 7, 2014:	Full refund less a $200 handling fee
After March 7, 2014:	No refund

Substitutions

If you are unable to attend the conference, you may designate a substitute to fill your spot. The registration fee will be adjusted based on the substitute's LMA member status. Please e-mail customerservice@LMAconference.com no later than March 14, 2014.

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 2014 LMA Annual Conference and registration procedures, please contact us at 1-877-562-7172 or at LMA2014@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 the dedicated registration line today at 1-877-562-7172

Registration Form

CONFERENCE CODE: 835L14-ORD

☐ YES. Please register the following for the 2014 Legal Marketing Association 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. Please call 1-877-562-7172 for details.

Contact Details

Name ____________________ Position ____________________

Approving Manager ____________________ Position ____________________

Organization ____________________

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City ____________________ State __________ ZIP Code __________

Telephone ____________________ Fax ____________________

E-mail ____________________ Type of Business ____________________

LMA Membership Status (Please circle): Member / Other

LMA Membership Number: _____________

☐ I am a first-time attendee at the LMA Annual Conference.

☐ I opt out of receiving any communication from 2014 LMA Annual Conference sponsors / exhibitors.
I ask that only my name, title, company, city and state be shared with exhibitors, sponsors and attendees.

Registration Fees (All prices USD)

Conference

FEE PER DELEGATE	Register by December 30, 2013 for Early Bird Pricing Conference and Exhibit Hall only:	Register by February14, 2014 Conference and Exhibit Hall only:	Register after February 14, 2014 Conference and Exhibit Hall only:
☐ Full LMA Member	$1195	$1295	$1395
☐ All Others	$1695	$1795	$1895

Pre-Conference Sessions

QuickStart – Legal Marketing Core Competencies

☐ Conference Attendee (LMA Member)	$495
☐ Conference Attendee (All Others)	$595

A Recipe For SMORs – Smart Marketing On (Limited) Resources

☐ Conference Attendee (LMA Member)	$595
☐ 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 80 participants on a first come, first served basis. One participant per firm.

☐ Conference Attendee (LMA Member)	$795
☐ Conference Attendee (All Others)	$895

Practical P3 (Pricing, Practice Innovation and Project Management) Workshop

☐ Conference Attendee (LMA Member)	$295
☐ Conference Attendee (All Others)	$395

Creative Problem Solving for Legal Marketers Workshop

☐ Conference Attendee (LMA Member)	$295
☐ Conference Attendee (All Others)	$395

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☐ ACH Payment ($USD)

Please quote the name of the attendee(s) and the conference code 835L14-ORD as a reference.

For US 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-US residents please contact Customer Service
for Wire Payment information

5 Easy Ways to Register

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PHONE 1-877-562-7172

MAIL 2014 Legal Marketing Association Annual Conference c/o American Conference Institute
45 West 25th Street
11th floor
New York, NY 10010

FAX 1-877-927-1563

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