



# LMA NORTHEAST CONFERENCE

Friday | November 4

## BODY OF KNOWLEDGE

- COMMUNICATIONS
- CLIENT SERVICES
- BUSINESS OF LAW
- BUSINESS DEVELOPMENT
- TECHNOLOGY MANAGEMENT
- MARKETING MANAGEMENT & LEADERSHIP

### ☀️ BREAKFAST @ 8 AM – 9 AM IN THE MAJESTIC BALLROOM

ROOMS ALT TRACK	GERSHWIN 1 PROFESSIONAL STANDARDS	GERSHWIN 2 BIG ISSUES & IDEAS	IMPERIAL BEST PRACTICES	MELVILLE MASTER CLASSES	MANHATTAN STEPPING IT UP
<b>BREAKOUT 1</b> 9:00 — 9:50	The Body of Knowledge and Core Competencies: The Key to Legal Marketing Professionalism	Gaze Into the Crystal Ball: Three Marketing Masters Forecast 2023	Rethinking Pitches and Proposals	Building Your Client Feedback Interview Skills	How to Build Your Personal Brand in Person and Virtually
<b>BREAKOUT 2</b> 10:00 — 10:50	Crafting an Effective Marketing Campaign	Defining Value in a Crowded Market	Using Your Alumni Network to Target and Retain Clients	The Law Firm Website of the Future: Creating Unique Experiences to Strengthen Client Relationships and Service Delivery	Innovating Your Marketing Strategy by Making Friends and Influencing People

### ☕ COFFEE BREAK @ 10:50 AM – 11:15 AM IN THE EXHIBIT HALL

<b>BREAKOUT 3</b> 11:20 — 12:10	The Best Influencer Is a Good Story	What You Wish You Knew About Organic and Paid Search and Social Media Marketing	Hope Isn't a BD Strategy: Launching a BD Training Program	Overcoming Objections and Securing Executive Buy-In	Strategic Client Events That Generate Business
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### 🍴 LUNCH BREAK @ 12:15 PM – 1:30 PM IN THE MAJESTIC BALLROOM

<b>DEMOS</b> 1:30 — 2:00	<b>PipelinePlus</b> powered by Ackert	<b>Intapp</b>		<b>LexisNexis InterAction</b>	<b>Pitchly</b>
<b>BREAKOUT 4</b> 2:10 — 3:00	Raising the Platform: Intelligently Leveraging Existing Marketing Resources	A Conversation on the Legal Industry With Gina Passarella, Editor of <i>The American Lawyer</i>	Public Speaking and Executive Presence	Beyond the Billboard: Integrated Marketing Strategies for Direct-to-Consumer Legal Practices	CRMs, ERMs, CI, APIs - Oh My!
<b>BREAKOUT 5</b> 3:10 — 4:00	Keeping a Seat at the Table: The Marketing Professional and Firm Leadership	Your Law Firm's ESG Journey - Organizing and Operating an ESG Program	Client Success Teams: Tech Companies Have Them . . . Why Not Law Firms?	Fluff Is for Pillows, Not Marketing Copy	Building a World-Class Digital Platform for Lawyers to Become Recognized Thought Leaders

### 📺 CONFERENCE CONCLUDES @ 4PM



# LMA NORTHEAST CONFERENCE

Thursday | November 3



REGISTRATION @ 4PM

PANEL

**5:00** Reputation, Revenue, Results: The Evolution of Modern-Day Legal Marketing

RECEPTION

**6:00** Celebrating 30 Years of Legal Marketing in New York

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