

ROOM	REGISTRATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	MARKETPLACE	NETWORKING/MEALS	WELL-BEING	
WEDNESDAY, APRIL 3										
7:00 am – 7:00 pm	Conference Registration 7:00 am – 7:00 pm Grand Ballroom Foyer	PRE-CONFERENCE PROGRAMS (Additional Registration Required)							Pre-Conference Morning Refreshments 7:30 am – 9:00 am	
8:00 am – 4:00 pm		Solo/Small Team - Small Budget, Big Impact: Cost-Effective Tools and Sustainable Strategies 8:30 am – 4:00 pm ● ● ●	CMO Summit: ALL-IN with Your Community and Your Career 8:45 am – 4:00 pm ● ● ●	LMA QuickStart™ LIVE! – Legal Marketing Essentials 8:00 am – 4:00 pm ● ● ● ● ● ● ● ●	Achieving Business Development Success by Thinking Big, Executing Effectively and Influencing Your Bosses 8:30 am – 4:00 pm ●	Playing to Win: Innovation Strategies for Sustainable Competitive Advantage 8:30 am – 4:00 pm ● ● ●		Pre-Conference Program Lunch Times vary by program San Diego Ballroom Foyer & Grand Ballroom Foyers (Must be registered for a Pre-Conference Program)		
3:30 pm – 4:15 pm	Friends of Bill W. • Rancho Santa Fe 3									
4:15 pm – 5:00 pm	Pre-Event Reception for CMOs, First-Time Attendees and Mentors/Mentees (invitation only) • Pacific Ballroom Foyer									
5:00 pm – 7:00 pm	Welcome Reception in Marketplace • Pacific Ballroom									

THURSDAY, APRIL 4											
6:30 am – 7:15 am	Friends of Bill W. • Rancho Santa Fe 3										
7:00 am	Conference Registration 7:00 am – 5:00 pm Grand Ballroom Foyer						Marketplace 7:15 am – 4:00 pm Pacific Ballroom	Breakfast in the Marketplace 7:15 am – 8:15 pm Pacific Ballroom	Well-Being Room 7:00 am – 5:00 pm Presidio		
7:15 am											
8:15 am											
8:30 am – 10:00 am		KEYNOTE ADDRESS: An Uncommon Story – How One Trailblazer Went All In • Grand Ballroom 5 <i>Sponsored by Litera</i>									
10:00 am – 10:30 am											Networking Break in Marketplace 10:00 am – 10:30 am Pacific Ballroom
10:30 am – 11:30 am		Fishbowl Peer Exchange: Maximizing Marketing Impact - Integrating Law Firm Profitability to Engage Attorneys ● A	Up Your Ante: Stacking the Deck to Create a Successful Business Development Curriculum ● ● A	Exploring Global Trends in Legal Marketing and Tracking Common Challenges ● ● E	From Key Account Management to Client Teams – Insights for Stronger Client Relationships ● A	Over and Beyond AI Hype: 2024 Digital Maturity Trends that Drive Firm Outcomes <i>Sponsored by LexisNexis</i> ● E					
11:45 am – 12:15 pm	Mindset Makeover: Empowering Legal Marketers with Performance Psychology Strategies ● E	The Neuropsychology of Bad Collaboration: Why Partners Falter So Badly & How to Overcome It ● ● A	How to Use Google Analytics to Supercharge Marketing & ROI ● ● A	Drop That Spreadsheet! Using Tech to Upgrade your BD Pipeline and Enhance ROI ● ● E	Am Law Trends & The Role Marketers Play in Growing Profit <i>Sponsored by ALM</i> ● ● A						
12:15 pm – 1:45 pm								Lunch in the Marketplace* 12:15 pm – 1:45 pm Pacific Ballroom			

* For formal networking, we encourage you to sit at one of the Shared Interest Groups (SIG) lunch tables. You do not need to be a member of the SIG to participate, though we encourage you to join! On Thursday, the following SIG tables are gathering: Business to Consumer SIG, Competitive Intelligence SIG, Social & Digital Media SIG, CMO SIG, or Diversity, Equity and Inclusion SIG

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MISS A SESSION? Attendees receive access to the Recordings Bundle for breakout session recordings!

REGISTRATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	MARKETPLACE	NETWORKING/MEALS	WELL-BEING
ROOM	Great Ballroom Foyer	Grand Ballroom 1	Grand Ballroom 3	San Diego Ballroom A	San Diego Ballroom B	San Diego Ballroom C	Pacific Ballroom		
THURSDAY, APRIL 4 continued									
1:45 pm – 3:00 pm	Conference Registration 7:00 am – 5:00 pm Grand Ballroom Foyer	Fishbowl Peer Exchange: Maximizing your Business Development, Client Service, and Cross-Selling Pipelines ● ● A	Navigating the Marketing Maze: An Open Exchange Program for Small to Mid-Size Firms ● ● E	Inclusion Insights: Shaping Diverse Workspaces – A Series of DEI TED-Style Talks ● ● A	The 'B' Word. Achieving Differentiation Through Branding ● A	A Crash Course in Aligning Your Marketing With What GCs Want <i>Sponsored by Passie</i> ● ● E	Marketplace 7:15 am – 4:00 pm Pacific Ballroom	Networking Break in Marketplace 3:00 pm – 3:45 pm Pacific Ballroom	Well-Being Room 7:00 am – 5:00 pm Presidio
3:00 pm – 3:45 pm									
3:45 pm – 4:30 pm		Building Better Bios: What Actually Matters to In-House Counsel and Clients ● E	Retention Strategies: A Framework for Team Leaders ● A	In the Room Where It Happens: The Value of Feedback and Client-Facing Professionals ● ● A	AI in Legal Marketing: Leadership, Risk Mitigation, and Innovation ● ● A <i>Concludes at 4:45pm</i>	Strategy Fallacies: Avoiding the Dead Ends <i>Sponsored by One North</i> ● ● A			
5:00 pm									
5:15 pm									
5:30 pm – 7:00 pm	Evening Reception • Grand Ballroom 5 • <i>Sponsored by One North</i>								

FRIDAY, APRIL 5										
6:15 am – 6:45 am	Early Bird Yoga • Presidio									
7:00 am – 8:00 am	Registration 7:15 am – 1:00 pm Grand Ballroom Foyer						Marketplace 7:15 am – 12:45 pm Pacific Ballroom	Breakfast in the Marketplace 7:15 am – 8:00 am Pacific Ballroom	Well-Being Room 7:00 am – 12:30 pm Presidio	
8:00 am – 9:30 am		GENERAL SESSION: Members Annual Business Meeting and Propelling Clients' Businesses Forward: Sharing Innovative Concepts from In-House Counsel Panel • Grand Ballroom 5								
9:45 am – 10:15 am		Practical Experience Management: How to Get Your Firm Started on a Data Driven Journey ● ● E	Beyond the Surface: Unmasking the Subtle Roadblocks in Legal DEI Initiatives ● ● A	Mastering the Art and Science of Client Feedback Discussions ● E	Research Reaps Revenue: How Signature Research Campaigns Can Cultivate Connections and Drive Growth ● ● A	Activate Your Professionals to Accelerate Firm Growth <i>Sponsored by Intapp</i> ● ● A				
10:30 am – 11:30 am		Leveraging Public Relations for Business Development Success ● E	What's My Next Move? How to Position Yourself for Career Advancement ● A	Making It Rain: Developing Women Rainmakers ● ● A	Looking Outside Our Industry: A Playground for Creativity and Innovation ● ● E	The Data that Matters: Using Market Intelligence to Drive Growth <i>Sponsored by Lexology</i> ● ● E				
11:30 am – 12:45 pm								Lunch in the Marketplace* 11:30 am – 12:45 pm Pacific Ballroom <i>Passport to Prizes Drawing (12:30 pm in the LMA Booth #622)</i>		
12:45 pm – 1:30 pm	Growth-Minded Communication: Best Practices for Marketers Planning and Executing New Office Launches ● ● E	Building Consensus and Adoption of Large-Scale Projects at Your Firm ● ● A	Driving Efficiency and Business Development with the Transformative Marketing Technology ● ● E	Navigating the Fastest Path to Market Share: Lateral Recruitment ● A	Clients Demand Value, Not Time: How to Position Your Firm in the Age of AFAs <i>Sponsored by Litera</i> ● ● A					
1:45 pm – 2:15 pm	CLOSING EXPERIENCE: Go ALL IN! • Grand Ballroom 5									

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KEY: ● Business Development ● Business of Law ● Client Services ● Communications ● Marketing Management & Leadership ● Technology Management A = Advanced E = Essential

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