

# Continue Your Journey at LMA24 (B2C)

- Exploring Global Trends in Legal Marketing and Tackling Common Challenges
- Over and Beyond AI Hype: 2024 Digital Maturity Trends that Drive Firm Outcomes (LexisNexis)
- Drop That Spreadsheet! Using Tech to Upgrade your BD Pipeline and Enhance ROI
- How to use Google Analytics to Supercharge Marketing & ROI
- Mindset Makeover: Empowering Legal Marketers with Performance Psychology Strategies
- Navigating the Marketing Maze: An Open Exchange Program for Small to Mid-Size Firms
- The “B” Word: Achieving Differentiation Through Branding
- Retention Strategies: A Framework for Team Leaders
- Activate Your Professionals: How the Right Technology and Training Can Accelerate Firm Growth (Intapp)
- Making It Rain: Developing Women Rainmakers
- Looking Outside Our Industry: A Playground for New Insights and Creative Solutions
- The Data that Matters: Using Market Intelligence to Drive Growth (Lexology)
- Driving Efficiency and Business Development with Transformative Marketing Technology
- Building Consensus and Adoption of Large-Scale Projects at Your Firm



**Be sure to save these sessions to your agenda!**