

Continue Your Journey at LMA24 (Business Development)

- Exploring Global Trends in Legal Marketing and Tackling Common Challenges
- From Key Account Management to Client Teams – Insights for Stronger Client Relationships
- Up Your Ante: Stacking the Deck to Create a Successful Business Development Curriculum
- Drop That Spreadsheet! Using Tech to Upgrade your BD Pipeline and Enhance ROI
- The Neuropsychology of Bad Collaboration: Why Partners Falter So Badly & How to Overcome It
- AI in Legal Marketing: Leadership, Risk Mitigation, and Innovation
- Fishbowl Peer Exchange: Maximizing your Business Development, Client Service, and Cross-Selling Pipelines
- Navigating the Marketing Maze: An Open Exchange Program for Small to Mid-Size Firms
- In the Room Where It Happens: The Value of Feedback and Client-Facing Professionals
- Activate Your Professionals: How the Right Technology and Training Can Accelerate Firm Growth (Intapp)
- Research Reaps Revenue: How Signature Research Campaigns Can Cultivate Connections and Drive Growth
- Leveraging Public Relations for Business Development Success
- Making It Rain: Developing Women Rainmakers
- The Data that Matters: Using Market Intelligence to Drive Growth (Lexology)
- Driving Efficiency and Business Development with Transformative Marketing Technology



Be sure to save these sessions to your agenda!

