

Continue Your Journey at LMA24 (CI)

- Exploring Global Trends in Legal Marketing and Tackling Common Challenges
- Fishbowl Peer Exchange: Maximizing Marketing Impact – Integrating Law Firm Profitability to Engage Attorneys
- Over and Beyond AI Hype: 2024 Digital Maturity Trends that Drive Firm Outcomes (LexisNexis)
- Am Law Trends & The Role Marketers Play in Growing Profit (ALM)
- Drop That Spreadsheet! Using Tech to Upgrade your BD Pipeline and Enhance ROI
- Fishbowl Peer Exchange: Maximizing your Business Development, Client Services, and Cross-Selling Pipelines
- AI in Legal Marketing: Leadership, Risk Mitigation, and Innovation
- Activate Your Professionals: How the Right Technology and Training Can Accelerate Firm Growth (Intapp)
- Practical Experience Management: How to Get Your Firm Started on a Data Driven Journey
- Research Reaps Revenue: How Signature Research Campaigns Can Cultivate Connections and Drive Growth
- Looking Outside Our Industry: A Playground for New Insights and Creative Solutions
- The Data that Matters: Using Marketing Intelligence to Drive Growth (Lexology)
- Clients Demand Value, Not Time: How to Position Your Firm in the Age of AFAs (Litera)



Be sure to save these sessions to your agenda!

