

# Continue Your Journey at LMA24 (CMO)

- Exploring Global Trends in Legal Marketing and Tackling Common Challenges
- Over and Beyond AI Hype: 2024 Digital Maturity Trends that Drive Firm Outcomes (LexisNexis)
- Mindset Makeover: Empowering Legal Marketers with Performance Psychology Strategies
- Am Law Trends & The Role Marketers Play in Growing Profit (ALM)
- Fishbowl Peer Exchange: Maximizing your Business Development, Client Service, and Cross-Selling Pipelines
- Inclusion Insights: Shaping Diverse Workspaces – A Series of DEI TED-Style Talks
- Retention Strategies: A Framework for Team Leaders
- AI in Legal Marketing: Leadership, Risk Mitigation, and Innovation
- Beyond the Surface: Unmasking the Subtle Roadblocks in Legal DEI Initiatives
- Practical Experience Management: How to Get Your Firm Started on a Data Driven Journey
- Making It Rain: Developing Women Rainmakers
- Looking Outside Our Industry: A Playground for New Insights and Creative Solutions
- Building Consensus and Adoption of Large-Scale Projects at Your Firm
- Navigating the Fastest Path to Market Share: Lateral Recruitment



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

