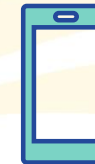


Continue Your Journey at LMA24 (Innovation)

- 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
- 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
- AI in Legal Marketing: Leadership, Risk Mitigation, and Innovation
- Practical Experience Management: How to Get Your Firm Started on a Data Driven Journey
- Looking Outside Our Industry: A Playground for New Insights and Creative Solutions
- The Data that Matters: Using Market Intelligence to Drive Growth (Lexology)
- Building Consensus and Adoption of Large-Scale Projects at Your Firm
- Driving Efficiency and Business Development with Transformative Marketing Technology



Be sure to save these sessions to your agenda!