

Continue Your Journey at LMA24 (Mar Tech)

- Exploring Global Trends in Legal Marketing and Tackling Common Challenges
- Over and Beyond AI Hype: 2024 Digital Maturity Trends that Drive Firm Growth Outcomes (LexisNexis)
- Drop That Spreadsheet! Using Tech to Upgrade your BD Pipeline and Enhance ROI
- How to Use Google Analytics to Supercharge Marketing & ROI
- A Crash Course in Aligning Marketing with What GCs Want (Passle)
- Navigating the Marketing Maze: An Open Exchange Program for Small to Mid-Size Firms
- AI in Legal Marketing: Leadership, Risk Mitigation, and Innovation
- Strategy Fallacies: Avoiding the Dead Ends (One North)
- 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
- Driving Efficiency and Business Development with Marketing Technology
- Building Consensus and Adoption of Large-Scale Projects at Your Firm



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

