

# Continue Your Journey at LMA24 (PR & Comms)

- Exploring Global Trends in Legal Marketing and Tackling Common Challenges
- How to Use Google Analytics to Supercharge Marketing & ROI
- A Crash Course in Aligning Your Marketing with What GCs Want (Passle)
- The “B” Word: Achieving Differentiation Through Branding
- Building Better Bios: What Actually Matters to In-House Counsel and Clients
- Strategy Fallacies: Avoiding the Dead Ends (One North)
- Beyond the Surface: Unmasking the Subtle Roadblocks in Legal DEI Initiatives
- Research Reaps Revenue: How Signature Research Campaigns Can Cultivate Connections and Drive Growth
- Leveraging Public Relations for Business Development Success
- Growth-Minded Communication: Best Practices for Marketers Planning and Executing New Office Launches
- Driving Efficiency and Business Development with Transformative Marketing Technology



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