

# Continue Your Journey at LMA24 (QuickStart)

- **Business Development**
  - Up Your Ante: Stacking the Deck to Create a Successful Business Development Curriculum
  - The Data that Matters: Using Market Intelligence to Drive Growth (Lexology)
- **Business of Law**
  - The Neuropsychology of Bad Collaboration: Why Partners Falter So Badly & How to Overcome It
  - Am Law Trends & The Role Marketers Play in Growing Profit (ALM)
  - Inclusion Insights: Shaping Diverse Workspaces – A Series of DEI TED-Style Talks
- **Client Services**
  - Building Consensus and Adoption of Large-Scale Projects at Your Firm
  - From Key Account Management to Client Teams – Insights for Stronger Client Relationships
- **Communications**
  - Building Better Bios: What Actually Matters to In-House Counsel and Clients
  - Leveraging Public Relations for Business Development Success
- **Marketing Management and Leadership**
  - Mindset Makeover: Empowering Legal Marketers with Performance Psychology Strategies
  - Strategy Fallacies: Avoiding the Dead Ends (One North)
  - What's My Next Move? How to Position Yourself for Career Advancement
- **Technology Management**
  - Drop That Spreadsheet! Using Tech to Upgrade your BD Pipeline and Enhance ROI
  - Practical Experience Management: How to Get Your Firm Started on a Data Driven Journey
  - Driving Efficiency and Business Development with Transformative Marketing Technology



Be sure to save these sessions to your agenda!