

Continue Your Journey at LMA24 (Social & Digital Media)

- Over and Beyond AI Hype: 2024 Digital Maturity Trends that Drive Firm Outcomes
- Fishbowl Peer Exchange: Maximizing Marketing Impact - Integrating Law Firm Profitability to Engage Attorneys
- How to Use Google Analytics to Supercharge Marketing & ROI
- Drop That Spreadsheet! Using Tech to Upgrade your BD Pipeline and Enhance ROI
- A Crash Course in Aligning Your Marketing with What GCs Want (Passle)
- The “B” Word: Achieving Differentiation Through Branding
- Navigating the Marketing Maze: An Open Exchange Program for Small to Mid-Size Firms
- Building Better Bios: What Actually Matters to In-House Counsel and Clients
- 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)
- Building Consensus and Adoption of Large-Scale Projects at Your Firm



Be sure to save these sessions to your agenda!