

Continue Your Journey at LMA24 (Solo/Small Team)

- Up Your Ante: Stacking the Deck to Create a Successful Business Development Curriculum
- Exploring Global Trends in Legal Marketing and Tackling Common Challenges
- Over and Beyond AI Hype: 2024 Digital Maturity Trends that Drive Firm Outcomes (LexisNexis)
- Mindset Makeover: Empowering Legal Marketers with Performance Psychology Strategies
- How to Use Google Analytics to Supercharge Marketing & ROI
- The Neuropsychology of Bad Collaborations: Why Partners Falter So Badly & How to Overcome It
- Drop That Spreadsheet! Using Tech to Upgrade your BD Pipeline and Enhance ROI
- Navigating the Marketing Maze: An Open Exchange Program for Small to Mid-Size Firms
- The 'B' Word: Achieving Differentiation Through Branding
- Building Better Bios: What Actually Matters to In-House Counsel and Clients
- In the Room Where It Happens: The Value of Feedback and Client-Facing Professionals
- Practical Experience Management: How to Get Your Firm Started on a Data Driven Journey
- Mastering the Art and Science of Client Feedback Discussions
- Making It Rain: Developing Women Rainmakers
- Leveraging Public Relations for Business Development Success
- Driving Efficiency and Business Development with Transformative Marketing Technology
- Clients Demand Value, Not Time: How to Position Your Firm in the Age of AFAs (Litera)



Be sure to save these sessions to your agenda!