



Here's the Deal...

Register at:
www.LMAPhillyConference.com

This intensive day of programming is **designed** for legal marketing professionals of all **experience** levels and job functions. This conference will provide marketers inside access to law firm leaders, consultants and industry **professionals** from across the country providing **insight** on business development, law firm management, communications and marketing technology.

ONE day **JULY 18, 2016 8 am to 5:30 pm**

TWO keynote speakers **Aric Press & Keith Wewe**

THREE networking opportunities **Breakfast | Lunch | Cocktail Reception**

FOUR educational tracks **Management & Business of Law | Communications
Business Development | Marketing Technology**

FIVE speaker sessions **Choose 3 sessions in the morning
and 2 sessions in the afternoon**

Keynote Speakers



**Aric Press, Partner
Bernero & Press LLC**

For the last 16 years, as editor in chief of The American Lawyer and then its parent company, ALM Media, he has been the leading journalistic observer and commentator on the world of large law firms and their clients. Press speaks well and writes better. He knows how to talk with lawyers and, more important, how to listen and draw them out.



**Keith N. Wewe, Vice President,
Strategy and Solutions, Content Pilot LLC**

Keith is the 2016 President of the Legal Marketing Association and also Content Pilot's chief relationship agent and account executive for client projects in an active stage of development. Serving in this position, he works side-by-side with internal firm resources to successfully implement law firm web site, proposal center, branding and identity solutions.

THE EVENT CENTER
SUGAR HOUSE
CASINO

1001 N Delaware Ave., Philadelphia, PA 19125












#LMAPhilly2016

Twenty Speaker Sessions Across Four Educational Tracks!

	Management & Business of Law	Business Development	Communications	Marketing Technology
Session 1	Demystifying Law Firm Finance <i>Timothy Corcoran (Corcoran Consulting Group)</i>	Market Intelligence for Law Firms: An Integrated Model to Maximize the Success of Client Development Initiatives <i>Mark Young (Shift Central)</i>	The Dish on Top Performing Websites <i>Burkey Belser (Greenfield Belser)</i>	Increasing Your Firm's Visibility in Search Engines <i>Ryan Miller (Advance Digital)</i>
Session 2	From Disruption to Reinvention: What Lawyers Can Learn from Management Consultants <i>Art Stewart (Strategic Impact Partners)</i>	Why Firms Are Giving Up Client Teams In Favor Of Strategic Account Management <i>Bruce Alltop (LawVision Group)</i>	Using Brand Newsrooms to Drive Business Development <i>Mike Winkleman (Leverage Media LLC)</i>	The Technology Horizon: Essential Technologies for Law Firm Marketers <i>Adam Stock (Allen Matkins)</i>
Session 3	Successful Succession: Integrated Transitioning Strategies <i>Nathalie Daum (Lathrop & Gage), Jill Huse (Society 54)</i>	Trend + Niche: How to Beat the Competition to the Next Premium Practice of Law <i>Amy Knapp (Knapp Marketing)</i>	Law Firm Websites: Broken, But Fixable <i>Nancy Slome (Lawyers Biography Service)</i>	Winning the eMarketing Obstacle Course <i>Mary Olson (CLIENTSFirst Consulting)</i>
Session 4	AI, ESQ: How Artificial Intelligence is Impacting The Practice & Business of Law <i>Patrick Fuller (Neota Logic, Inc)</i>	From Coaching to Firm-wide Programming - How to Successfully Build a Business Development Culture <i>Stacey Flynn (Fox Rothschild LLP) Elizabeth Mell (Mell Consulting)</i>	The Content Marketing Challenge <i>Katie O'Rourke (ON24)</i>	Experience Management: The Ultimate Intersection of Law, Marketing & Technology <i>Deborah McMurray (Content Pilot)</i>
Session 5	Inside the Law Firm of 2020: How Will You Adapt and Excel? <i>Susan Saltonstall Duncan (Rainmaking Oasis, LLC)</i>	Bringing Business Development, Marketing and CRM Together <i>Joseph Przybyla (Thomson Reuters)</i>	A Tale of Two Law Firms: How to Build a Custom Content Marketing Program <i>Keith Ecker (Jaffe), Melanie Trudeau (Jaffe)</i>	Advanced Website Analytics – New Tools to Move Legal Marketing From An Art to a Science <i>Robert Algeri (Great Jakes Marketing)</i>

Conference Planning Committee

 Andrew Laver Business Development Manager McCarter & English Conference Co-Chair & Promotions Subcommittee	 Jamie Mulholland Owner Jamie Mulholland Marketing Conference Co-Chair & Registration Subcommittee		
 Sarah Aicher Proposal Project Manager Dechert LLP Registration Subcommittee	 Clare Block Director of Marketing Flaster/Greenberg PC Programming Subcommittee	 April Colby Assistant Business Development Manager Fox Rothschild LLP Promotions Subcommittee	 Stacey Flynn Assistant Director of Business Development Fox Rothschild LLP Finance Subcommittee
 Aubrie George Business Development Specialist Fox Rothschild LLP Venue Subcommittee	 Jim Jarrell Director of Marketing & Practice Development Stark & Stark Programming Subcommittee	 Andrew Manfredo Senior Business Development Manager Fox Rothschild LLP Venue Subcommittee	 Sarah Ryan Marketing Services Specialist Stark & Stark Sponsorship Subcommittee

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