

2017

Daily News: Tuesday, March 28

LEGAL MARKETING ASSOCIATION
ANNUAL CONFERENCE

MARCH 27 – 29, 2017 | ARIA RESORT, LAS VEGAS, NEVADA

Brought to you by:



Viva Las Networking: Yesterday in Vegas



Welcome Reception



First-timers' Reception



CMO Cocktail Reception



Bloomberg Shuttles Attendees to the Grand Canyon Via Helicopter

What's Happening in Vegas Today



Get Ready for Your Conference Experience Today

7:45 a.m. – Breakfast in the Exhibit Hall

8:30 a.m. – General Session Doors Open

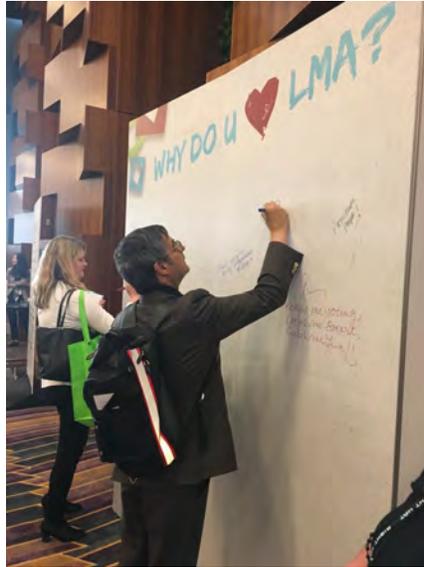
8:45 a.m. – Welcome and Opening Remarks

9:00 a.m. – Keynote Presentation

Twenty-three sessions fill the LMA's busiest conference day on Tuesday, and there is something for everyone.

Be sure and consult the Breakout Session Keys in the program for panels that address your interests. The keys designate sessions as primarily focused on: Business Development; Business of Law; Client Services; Communications; Marketing Management and Leadership; and Technology Management.

Hit the Jackpot - Session Summaries



PRE-CONFERENCE PROGRAM: CMO SUMMIT

With over 60 attendees, the CMO Summit gave senior legal marketing leaders the chance to get hands-on with client journey mapping. The pre-conference program was co-chaired by Despina Kartson, global director of business Development & communications at Jones Day, and Dawn Longfield, chief marketing officer at Davis & Gilbert LLP.

Under the guidance of presenter Yolanda Cartusciello, former administrative leadership at Debevoise & Plimpton and Cleary Gottlieb who is now partner with Bernero & Press, attendees spent the day working alongside six general counsel identifying issues and bright spots, discussing best practices and brainstorming solutions to help law firms differentiate their client experience. And in true Vegas – and LMA – fashion, our hard-working CMOs wrapped up the day with drinks at the CMO SIG Reception.

PRE-CONFERENCE PROGRAM: LMA QUICKSTART™

The indispensable LMA Quickstart™ presented core competencies and best practices for those with less than five years of experience working inside a law firm. Thanks to many of our long-time LMA members for their commitment to sharing their knowledge and growing the profession. Here are a few questions from Chief Marketing and Business Development Officer Kristen Leis from Parker Poe, who was one of four presenters for "Through the Looking Glass: Perspectives from Marketing Leadership":

What was your first marketing job?

Twenty years ago, I was a junior in college and seeking a marketing internship. Erin Hawk hired me as her intern at Arter & Hadden LLP in Columbus, Ohio. She taught me how to conduct a business meeting, read non-verbal cues and listen to understand.

What was the hardest lesson you had to learn?

Legal business development and marketing professionals are so incredibly passionate about what they do. Sometimes it's challenging when we have more "fire in the belly" about what we (collectively) are trying to accomplish than our attorneys. Someone once advised me that "you can't want it more than the attorneys." I still haven't learned that lesson.

What's your best advice for young people entering the field?

Remember that YOU are in charge of your career. Be proactive. Be curious. Invest in your strengths and education. And, just like I tell my 10- and 6-year-olds, surround yourself with kind, smart and funny people.

**PRE-CONFERENCE PROGRAM:
RISE OF THE LEGAL MARKETING TECHNOLOGIST**

Artificial Intelligence and the Law Firm: The Future Is Now

Imagine if you could read three million articles on a legal issue, remember everything, connect the dots where you see relationships and then deliver an analysis in a concise package. That's the promise of artificial intelligence when it's applied to law, medicine and other fields where the volume of potentially useful information far out-paces our human ability to place it in context.

Actually, it's a promise already being fulfilled at some law firms, according to Brian Kuhn, Watson Business Solutions executive at IBM Corporation.

One practical example: Watson reads clients' billing guidelines, analyzes their acceptance and rejection of bills and then makes recommendations to attorneys on how to bill more effectively. In another example cited by Kuhn, Watson can read millions of articles on a public policy issue and then deliver the best arguments it finds both for and against a position.

Cognitive computing will not replace attorneys, Kuhn said, but forward-thinking law firms are recognizing the possibilities of systems like Watson to get ahead of their competitors. Someday, they may need it just to keep up.

Don't Design for Business as Usual

Whether contemplating a new law firm app or an automated contract system, lawyers tend to approach design by talking it through, bringing everyone together in a conference room and deciding what to do.

That's not the way to do it, Margaret Hagan and Jose Fernando Torres said Monday at the "Design Thinking Workshop," part of the "Rise of the Legal Marketing Technologist" program. Hagan is the director of the Legal Design Lab at Stanford Law School and Torres is a fellow at the lab, where they are challenging the legal industry to put aside old ideas on how to approach innovation.

Rather than just brainstorming innovation, Hagan said law firms should begin the design process by researching what users of their services want. She calls this the discovery phase, which includes getting out to talk to people and observing how they interact with products. Next, she advises that they distill those observations into ideas and begin what she calls a build and test phase. There is a tendency to try to perfect products before they are rolled out. Instead, Hagan recommends building prototypes as soon as possible, testing them with users and revising them repeatedly before investing resources into the full product.

And if you think your firm's systems and products are fine as is, remember this final principle from Hagan and Torres: Business as usual equals eventual failure.

Your Vegas Is Showing on Social Media



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Legal Marketing Association



lmaintl

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