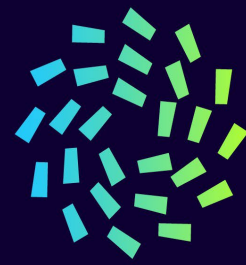


# Meaningful connection Actionable education

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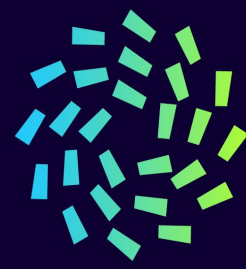


## Monday, October 2

11:00am						Registration Opens <b>15<sup>th</sup> Floor Foyer</b>
11:15am – 12:00pm						Welcome Lunch & Registration <b>Boleo</b>
12:00pm – 1:00pm						“TED”-Style Presentations <i>Sponsored by: Clockwork Design Group</i> <b>Adler Ballroom</b>
1:15pm – 1:30pm						Welcome Remarks & Introduction <i>Roy Sexton &amp; Jennifer Shankleton</i> <b>Adler Ballroom</b>
1:30pm – 2:30pm						<u>Keynote Speaker</u> : Become Unstoppable! <i>Rich Bracken</i> <b>Adler Ballroom</b>
2:45pm – 3:45pm: Breakout Sessions 1						
BUSINESS DEVELOPMENT	CAREER DEVELOPMENT	MARKETING & COMMUNICATIONS	TECHNOLOGY	OPERATIONS	SMALL FIRMS	
Power in Pairs: A Collaborative Approach to Client Experience and Revenue Growth  <i>Tasneem Khokha, Managing Director, GrowthPlay</i>	Building Growth and Momentum in Your Legal Marketing Career: A Discussion and Workshop  <i>Kate Harry Shipham, Principal, KHS People &amp; Cherya Jenkins, Director of Business Development and Marketing, Miller Canfield</i>	Media Training 101: What to Do and What Not to Do When Working with the Media  <i>Jill Clark, Managing Consultant, Strategist &amp; Advisor, Rain BDM</i>	AI in Law Firm Marketing: How to Do More with Less  <i>Jessica Aries, Founder, Consultant &amp; Digital Marketing Strategist, By Aries</i>	Seek, and Ye Shall Find: Understand How Other Firm Departments Can Boost Your Marketing Efforts  <i>Lynmarie Lane, Managing Director, L Squared Marketing Group LLC</i>	Small Firm Focus – What to Expect When Rebranding and/or Launching a New Website  <i>Lynn Foley, Chief Executive Officer, fSquared Marketing &amp; Sara Pierson, Marketing and Business Development Manager, Fraser Stryker PC LLO</i>	
Rookery Ballroom I	Rookery Ballroom II	Field Room I	Field Room II	Harris	Adler Ballroom	
3:45pm – 4:15pm						Break <i>Sponsored by: Reputation Ink</i> <b>14<sup>th</sup> &amp; 15<sup>th</sup> Floor Foyer</b>
4:15pm – 5:15pm: Breakout Sessions 2						
BUSINESS DEVELOPMENT	CAREER DEVELOPMENT	MARKETING & COMMUNICATIONS	TECHNOLOGY	OPERATIONS	SMALL FIRMS	
Driving Revenue Through BD Coaching, Training, and Pipelines (Fishbowl)  <i>David Ackert, Founder &amp; CEO, PipelinePlus</i>	Managing Multiples: Practices, Projects, and People. Pro Tips and Tricks for Keeping It Together to Ensure the Best Execution (Fishbowl)  <i>Sarah Ryan, Director of Marketing &amp; Business Development, Stark &amp; Stark</i>	Storytelling Through Data  <i>Katherine Hollar Barnard, Managing Partner &amp; CEO, Firesign   Enlightened Legal Marketing</i>	Web Accessibility: The Key to a More Inclusive Online World  <i>Vanessa Schaefer, Co-Founder &amp; Creative Director &amp; Danielle DiForio, Account &amp; Project Director, Clockwork Design Group, Inc.</i>	In- Out- or Crowd? Sourcing the Expertise Your Team Needs, Even When Budgets are Tight  <i>Deborah Pickett, Founder &amp; Principal Consultant, Page 2 Communications</i>	DIY Marketing for Small to Mid-Sized Firms (Fishbowl)  <i>Laura Gutierrez, Sales and Project Manager, Content Pilot &amp; Lauren McNea Doherty, Marketing Manager, Pritzker Hageman, P.A.</i>	
Rookery Ballroom I	Rookery Ballroom II	Field Room I	Field Room II	Harris	Adler Ballroom	
5:15pm – 7:30pm						Networking Happy Hour <i>Sponsored by: Introhive; Raffles; Social with Local LMA Members</i> <b>Boleo</b>

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## Tuesday, October 3

8:00am – 9:00am		Conference Breakfast Kickstart <i>Sponsored by: Peppermint Technology</i> <b>Boleo</b>			
9:00am – 10:00am		<u>General Session</u> : What Legal Marketing Teams Can Learn from the Fortune 500 <i>Joel Wirchin, RR Donnelley Go Creative</i> <b>Adler Ballroom</b>			
10:00am – 10:15am		Break <i>Sponsored by: Lawgix Advisory Group</i> <b>14<sup>th</sup> &amp; 15<sup>th</sup> Floor Foyer</b>			
10:15am – 11:15am: Breakout Sessions 3					
BUSINESS DEVELOPMENT	CAREER DEVELOPMENT	MARKETING & COMMUNICATIONS	TECHNOLOGY	OPERATIONS	SMALL FIRMS
What's Top of Mind for Your Buyers?  <i>Lise Anne Schwartz, Director, Strategy &amp; Content &amp; Dawn Michalak, Director of Business Development, Right Hat LLC</i>	Managing Law Firm Burnout  <i>Jennifer Conley, Senior Manager, Business &amp; Marketing, Foley &amp; Lardner LLP</i>	Navigating the Narrative: Corporate Storytelling in the Age of AI and Remote Production  <i>Matteo Bava, Chief Story Teller &amp; Principal, Thought Thread</i>	You Bought It, Now What? Best Practices for Successful Software Implementation and Adoption  <i>Vikram Nair, Director &amp; Head of Partnerships, Pitchly</i>	Preparing Your Firm for a Recession  <i>Ryan Suydam, Chief Experience Officer, Client Savvy</i>	Building a Full Funnel Marketing Program from A to Z for the Small Firm  <i>Patricia Nagy, Director and Founder, Proxy PR</i>
<b>Rookery Ballroom I</b>	<b>Rookery Ballroom II</b>	<b>Field Room I</b>	<b>Field Room II</b>	<b>Harris</b>	<b>Adler Ballroom</b>
11:15am – 11:30am		Break <i>Sponsored by: GrowthPlay</i> <b>14<sup>th</sup> &amp; 15<sup>th</sup> Floor Foyer</b>			
11:30am – 12:30pm: Breakout Sessions 4					
BUSINESS DEVELOPMENT	CAREER DEVELOPMENT	MARKETING & COMMUNICATIONS	TECHNOLOGY	OPERATIONS	SMALL FIRMS
Building One Firm with Client Intelligence  <i>Joe Przybyla, Senior Director, Introhive</i>	The Other Talent War: Professional Development Isn't Just for Lawyers Anymore  <i>Haley Revel, Managing Director, Calibrate</i>	Building a More Inclusive PR Roster  <i>Elizabeth Lampert, President, Elizabeth Lampert PR &amp; Cheryl Bame, Principal, Bame Public Relations</i>	Be Linked IN or Be Left Out: Why and How Lawyers Need to Come Out of the Shadows to Make Their Profiles and Their Presence Known  <i>Nancy Myrland, LinkedIn &amp; Content Consultant, Myrland Marketing and Social Media</i>	Singing Praises: Marketing Your Team for Success and Proving Impact to the Firm  <i>Emily Hillman, Manager, Trainer &amp; Coach, Society 54 &amp; Tanya Riggan, Director of Client Relations, Koley Jessen P.C., LLO</i>	Meet the Juniors  <i>David Weinberger, Founder, One Story Branding</i>
<b>Rookery Ballroom I</b>	<b>Rookery Ballroom II</b>	<b>Field Room I</b>	<b>Field Room II</b>	<b>Harris</b>	<b>Adler Ballroom</b>
12:45pm – 2:15pm		<u>Lunch Session</u> : 25 Ways to Build a More Client-Centric Firm <i>Alyson Fieldman, Consultant and Fractional Chief Growth Officer, Rockit Results</i> <b>Adler Ballroom</b>			
2:15pm – 3:00pm		Closing Remarks			