

Come join us for a highly interactive conference. Our presenters will invite you to provide your input, experiences and ideas and become part of the session.

Agenda: June 5th ~ Day 1

8:30 AM Take The LEAD Summit - Leaders Engaged in Association Dialogue

LSSO is building on the RainDance theme of collaboration with the beginning of an engaging experiment and the beginning of a new dynamic: a collaboration across association lines that is unprecedented. We are hosting a special, invitation-only roundtable summit for Board Members and Executive Directors of associations that are focused on law practice management issues.

Facilitator: Suzanne Lowe, Expertise Marketing

Attendees are confirmed from the following organizations: American Association of Law Libraries, Association of Legal Administrators, College of Law Practice Management, International Legal Technology Association, Legal Marketing Association, Legal Sales and Service Organization, National Association of Law Placement & Professional Development Consortium

11:00 AM Registration

12:00 PM Welcome Networking Lunch

12:45 PM Welcome to RainDance and Opening Remarks

***Conference Emcee: Darryl Cross, Vice President,
Client Profitability and Performance Development
LexisNexis***

1:00 PM Opening Keynote - Meeting the Collaboration Imperative

Collaborating down and across floors, across offices and countries is today's norm. Taking it a step farther and collaborating with the open world through visionary strategies is taking today's norm to a whole new level. Enter the world of endless possibilities on a journey with a visionary company's strategist.

***Jeffrey Day, Sr. Manager, Collaboration Strategy
Cisco***

2:00 PM The Client Hot Seat

Tired of the same old client panels? With your help, we are putting the clients in the hot seat and asking them the tough questions that directly relate to selling and building successful firm/client relationships.

Provocateur: Jan Anne Dubin, Principal, Jan Anne Dubin Consulting

***Florie Perellis, Vice President, Assistant General Counsel and Assistant Secretary
Allstate Insurance Company***

***Fred Snow, Executive Vice President and General Counsel
First American Bank***

***Stephen Landsman, Vice President, General Counsel and Corporate Secretary
Nalco***

***Janice Block, Executive Vice President, General Counsel and Chief Compliance Officer
Kaplan Inc.***

***Lynette Lupia, Senior Manager, Performance Management & Administration
Abbott***

3:15 AM Networking Break

3:30 AM The Rainmaker/The Coach - Closing Business

An interactive session where our Rainmaker will give you objections he has been faced with by clients and prospects. You be the Coach and provide solutions. He will then reveal what he did, and the outcome.

*Michael Chu, Partner
Brinks Hofer Gilson & Lione*

*Jim Cranston, Principal
LawVision Group*

4:15 PM Building a Sales Team for Success - Trials and Tribulations

Share your experiences and challenges of what has and has not been effective in building a successful sales team. You will then hear how sales work at DLA Piper through the lens of a senior sales executive who sells directly to c-level executives and general counsels at Fortune 500 companies, everyday. You will also hear how a dedicated business development and sales team has been hired and is being implemented at Hogan Lovells, and how success and effectiveness are measured.

*Catherine Zinn, Sr. Client Development Executive
DLA Piper US LLP*

*Melanie Zaletsky, Head of Business Development
Hogan Lovells US LLP*

5:15 PM Take the LEAD Summit Highlights

*Suzanne Lowe, Expertise Marketing
Catherine Alman MacDonagh, JD, LSSO Co-Founder*

5:30 AM Generation Generosity Networking Cocktail Reception

Agenda: June 6th ~ Day 2

8:00 AM Breakfast

8:30 AM Keynote - Impacting the Client Relationship Cycle

Understanding the client relationship from point of sale through to the loyal client is essential in order to have an impact on building strong retention and growth strategies. This session will review extensive research which explores the processes currently involved in selecting law firms, the key considerations, best pitch highlights and why firms ultimately choose the firms they do.

*Elizabeth Duffy, Vice President
Acritas US, Inc.*

9:30 AM The C-Level Value Add - Driving Revenue at Your Firm

Learn how CMOs have found creative ways to contribute to the firms bottom line, including how they approached management, got buy-in and lessons learned along the way.

*Jill Weber, Chief Business Development Officer
Leonard, Street and Deinard*

Mike Krenn

10:30 AM Networking Break

10:45 AM Using Digital Media to Generate Prospects and Revenue

Do you get traffic to your website? Do you turn that traffic into customers, clients, partners, and most importantly, into dollars? If not, you need to learn how and faster than you think.

*Jeff Selig, Director of Strategy
d50 Media*

11:45 AM **d50 Media Networking Luncheon**

1:00 PM **The Innovation Imperative - How Will You Embrace It?**

While “innovation” has taken a prominent position in current management language, in practice what it means and evidence of its presence varies considerably among organizations and industries. This session will look at law firms with respect to some challenges and opportunities, innovation as a solution source, barriers facing its adoption, and actions to help build and leverage innovation for business success. The approach will be to challenge the status quo and, with audience participation, provide a basis for attendees to return to their law firms with constructive ideas.

*John Martin, Ph.D., Chairman
Chadwick Martin Bailey*

2:15 PM **Sales Point/Counter Point - Client Teams Suck/Client Teams Rock!**

A lively session with two top law firm sales professionals and their vastly different, and sometimes similar twists and turns down the law firm strategic account management road. You will definitely be energized one way or the other!

*Steven Bell, Chief Client Development Officer
Womble Carlyle Sandridge & Rice, PLLC*

*Adam Severson, Chief Marketing & Business Development Officer
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC*

3:15 PM **The ACC Value Challenge Train - Is Your Firm On Board?**

The Association of Corporate Counsel represents the voice of more than 29,000 clients in the market and has built many platforms for dialog and training. You'll learn about these tools, resources, seminars, the Value Champions Program and more! Make sure to bring your ideas and feedback.

*Catherine Moynihan, Director of Legal Management Services
Association of Corporate Counsel*

4:00 PM **Conference Wrap-Up, iPad Drawing & RainDance 2013**

4:30 PM **Adjourn**

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