

## Complimentary Pre-Conference Session (Registration Required) June 6 ~ Day 1

**9:00 AM - 9:30 AM** Pre-Conference Registration and Breakfast  
**9:30 AM - 11:30 AM** **State of Law Department Operations 2018: Innovation, Data and Collaboration**

Learn how legal departments are optimizing their operations and how law firms can deliver value. This session includes a state of the market report based on data from both Acritas and Thomson Reuters research studies and Tracker and Q&A with legal operations professionals. Discussion topics include:

(1) the top areas where legal departments globally are innovating, the challenges in implementing innovation and how these challenges have been overcome;  
(2) the key metrics being used by legal departments which are considered effective and how they are being used to demonstrate value add and efficiency gains; and  
(3) how external lawyers see in-house failing and what best practice looks like compared with how external counsel deliver value in the eyes of their clients.

**Facilitator:**

**Bill Josten**, Strategic Content Manager, Thomson Reuters Legal Executive Institute

## RainDance Conference Agenda: June 6 ~ Day 1

**11:00 AM - 11:30 AM** **RainDance Conference Registration**

**11:30 AM - 11:45 AM** **Welcome and Opening Remarks**  
**RainDance Conference Emcee:**  
**Steven Bell**, Chief Marketing & Client Service Officer, Womble Bond Dickinson

**11:45 AM - 1:00 PM** **How Your Competition Closes Business Luncheon**  
All attendees participate in a working session focused on closing business. Together, we'll identify best practices, share knowledge, war stories and solve common challenges.

**Facilitator:**

**David Ackert**, President, Ackert Inc.

**1:00 PM - 1:50 PM** **Inside Out – Lessons Learned from Leading a Corporate Law Department and an AmLaw 100 Law Firm**

David Cambria and Michael Caplan will share lessons learned from running corporate legal departments and serving as the COO at an AmLaw100 firm. You will hear what they "wish they had known" and how you can apply their insight to help you create stronger partnerships between your law firm and corporate legal departments.

**David Cambria**, Global Director of Operations – Law, Compliance and Government Relations, Archer Daniels Midland Company

**Michael Caplan**, Chief Operating Officer, GOODWIN

**1:50 PM - 2:10 PM** **Networking Break**

**2:10 PM - 2:40 PM** **Live Coaching Session – You Be the Coach**

An interactive session with a Rainmaker on real life scenarios. You be the Coach and provide strategies and solutions.

**Jim Cranston**, Principal, LawVision

**Tinos Diamantatos**, Partner, Morgan, Lewis & Bockius LLP

- 2:40 PM - 3:50 PM**     **Rapid Fire Client Panel: A RainDance Original**  
Back by popular demand, this fast-paced panel will be unlike any you have seen, featuring: direct one-word, one-sentence and one-minute answers to poignant questions about client concerns with legal service and sales; specific examples of sales or service techniques that have annoyed GCs *or* produced results; and insight into what clients value in terms of technology use, process improvement, service training, or other approaches to legal service and marketing.
- Moderator:**  
*John Cunningham, Esq., Freelance Writer, Editor & Consultant*
- 4:00 PM - 5:30 PM**     **Role of Sales Professional in a Client Pitch - Workshop**  
This session will help identify, train and evaluate methods/ approaches for the sales professional in an in-person pitch environment with a potential client. Participating in group role play/pitch scenarios, attendees will be challenged to communicate value-add services, broader firm practice offerings outside of core pitch focus and geographic footprint and leverage personal connections to potential client(s).
- Neel Lilani, Managing Director, Orrick*  
*Stephanie Hinrichs, Director of Client Service, Womble Bond Dickinson*
- 5:30 PM - 6:30 PM**     **Cocktail Reception**

## RainDance Conference Agenda: June 7 ~ Day 2

- 7:15 AM - 8:15 AM**     **Breakfast & Networking**  
**8:15 AM - 8:30 AM**     **Day 1 Recap and Highlights**  
**RainDance Conference Emcee:**  
*Steven Bell, Chief Marketing & Client Service Officer, Womble Bond Dickinson*
- 8:30 AM - 9:20 AM**     **Sales & Service Awards Presentation and Q&A with the Award Winners**  
The Sales & Service Awards salute the efforts and results from individuals/teams who have helped their firm drive revenue. You'll have the chance to ask the winners about their initiatives in this question and answer panel.
- Beth Miller, Senior Account Manager, Berbay Marketing & PR*  
*Sales Executive of the Year*  
*Sales & Marketing Collaboration Team*
- 9:20 AM - 10:20 AM**     **Building a Winning Team: Three Time Super Bowl Champion and Venture Capitalist Brent Jones**  
Brent Jones spent most of his twelve-year career with the National Football League as a tight end with the San Francisco 49ers. He earned three Super Bowl rings and was honored as the NFL's Bart Starr Award recipient for outstanding character in the home, on the field and in the community. In 2000 he co-founded Northgate Capital, a venture capital and private equity firm in the Silicone Valley area.
- Hear what it takes for an organization to make it to the Super Bowl and how a football player can break into and succeed in the venture capital arena. Brent will share coaching strategies and sales techniques that you can take back to inspire your own teams.
- Brent Jones, Venture Capitalist and Former Tight End, San Francisco 49ers*
- 10:20 AM - 10:45 AM**     **Networking Break**  
Meet Brent Jones, see his Super Bowl rings and take some selfies.

- 10:45 AM - 12:45 PM**    **Designing Client-Centered Solutions: A Design Thinking Workshop**  
In this two-hour hands-on workshop, Andy Peterson and Kate White of Design Build Legal will teach us about design thinking and how it can be used to design client-centered solutions and services that lead to greater client loyalty and new business opportunities.
- During the session, we will hear directly from in-house counsel about the operational challenges and pain points facing corporate legal departments, and will work in small groups to craft opportunity statements, rapidly generate ideas, and develop prototypes to make our ideas visual. Participants will walk away with the ability to bring design thinking mindsets and techniques back to their teams and organizations in order to design client-centered legal services and solutions.
- Kate White, Design Build Legal*  
*Andy Peterson, Design Build Legal*
- 12:45 PM - 1:45 PM**    **Lunch**
- 1:45 PM - 2:35 PM**    **Achieving Client Centricity through Data**  
Harness the power of data within your firm for focused and strategic business development efforts. From pitches and proposals to deepening client relationships through client targeting and cross-selling efforts, data is changing the way firms operate. While data is king, it is how firms are using it to differentiate and win new business that reigns supreme. Join our discussion where we will cover how to use the data you have to fuel strategic client-centric business development initiatives.
- Jennifer Roberts, Data Scientist, Intapp*  
*Toni Minick, Product Director, Intapp*
- 2:35 PM - 3:00 PM**    **2018 Legal Sales Uncovered: Salary & Trends Survey**  
LSSO and Hellerman Communications will reveal the results of this first of its kind survey focused exclusively on law firm sales and service trends. The benchmarking data will provide valuable insight into:
- Roles and responsibilities
  - Reporting structures and internal organization
  - Compensation
- John Hellerman, President, Hellerman Communications*  
*Beth Marie Cuzzone, Co-founder LSSO, Chief Business Growth Officer, Goulston & Storrs, P.C.*
- 3:00 PM - 3:15 PM**    **RainDance Wrap Up**  
**RainDance Conference Emcee:**  
*Steven Bell, Chief Marketing & Client Service Officer, Womble Bond Dickinson*
- 3:15 PM**    **Start Planning RainDance 2019**