

**Complimentary Pre-Conference Session (Registration Required)**

**9:30 AM Pre-Conference Workshop - Law Firms Leader's Think Tank**

This **law firm leader only** session, back by popular demand, will place you shoulder to shoulder with leaders like yourself in working groups. Each table will be set up for discussion around a specific initiative: client teams, sales teams, cross-selling, lateral integration – just to name a few. Come to the session and join the table you want to explore. Attendees will use the industry's only Business Development Mature Model to: help you assess and benchmark your specific sales and service initiative; gain precise recommendations on how to move to the next level; discuss best practices and overcoming obstacles with your peers. You will walk away with a completed Maturity Model Assessment and Scorecard, and proven successful ways to move your sales and service initiatives to the next level.

***Toni Minick, Director of Product Management***  
*LexisNexis InterAction*

**RainDance Conference Agenda: June 7th ~ Day 1**

**11:00 AM RainDance Conference Registration**

**11:30 AM Networking Lunch**

**12:30 PM Welcome and Opening Remarks - Bloomberg Law, RainDance Conference Emcee and Host**

***Kevin Skrzysowski, Regional Director***  
*Bloomberg Law*

**12:45 PM Keynote: Team Transformations**

Top performing teams are no accident. So, it's no wonder some teams consistently out learn, out produce and out earn their competition. Whether your team runs the firm, provides services or is tasked with developing new business, understanding how teams work, how teams function better and how to apply best practice to your own efforts can help you transform into a top performer. In this experiential session, audience members work together to learn how teams can drive performance and ensure widespread success through Innovation (thinking differently), Collaboration (working differently) and Engagement (selling more, to more people, more often). Participants will learn how to craft team goals that harness the abilities of every team member, tap into the power of social bonds (a key differentiator in team performance), coordinate and communicate team progress and leverage the interests of others - gaining their help and support. Key Takeaways: craft understandable and actionable goals to engage everyone, leverage team interactions to create strong social bonds to spur team performance, progress using a common framework, leverage the interests of others to gain external help and support.

***Dr. Jeffrey Kaplan, President & CEO***  
*J. Alan Group LLC*

**1:45 PM RFPs: What is Your Firm's State of Readiness?**

The newly released survey results from Johnson Executive Search, via their alliance partner, Totum, in London unveil the current state of readiness for RFPs among your competition - major law firms across the globe. Are you wondering: What resources are utilized? What elements are necessary for a successful response? How do firms track and measure success? This session will deconstruct the infrastructure and processes needed to successfully produce the final product as well as trends in applying the next level of intelligence – true business assessments of opportunities, client interactions and lawyer/client relations before, during and after the process. There will be an interactive review of the survey data and conversation regarding what we found, as well as recommendations on what might drive greater success for U.S. marketers and lawyers engaged in the process.

***Moderator: Jennifer Johnson Scalzi, President***  
*J. Johnson Executive Search*

***Jeffrey A. Baron, Managing Director, Advisory National Pursuit Team***  
*PricewaterhouseCoopers LLP*

***Rebecca Minihane, Director of Marketing Operations***  
*Latham & Watkins LLP*

**2:30 PM Networking Break**

**3:00 PM Is Your Client Cheating On You?**

In this session, you will hear the story of an actual law firm situation where the firm used technology and data to uncover relationships in the marketplace and identify business opportunities. Attendees will hear how a firm turned client erosion into client retention and expanded market share. We will also share a "how-to" session so you can repeat the process at your own firm.

**Brad Messerich, Regional Sales Manager, Northeast**  
*Thomson Reuters*

**Marisa Floriani, Sales Executive, Business Development Northeast**  
*Thomson Reuters*

**3:30 PM Finding Clients by Telling Stories: Using the Power of Storytelling to Sell**

Ever since Eve ate the fruit, Noah filled the ark, and the Trojans let in the horse, stories have been the way we learn, remember, and inspire. Storytelling methods are de rigueur now in corporate America. Some of the most successful companies in the world are using storytelling techniques as leadership tools. Nike, Microsoft, Motorola, Berkshire Hathaway, Procter & Gamble, Kimberly-Clark, and the World Bank all have some form of storytelling initiatives. Whether you are presenting to a large audience or pitching an idea internally, harnessing the power of storytelling can make all the difference in nailing your desired outcome. Using the SHED method of storytelling, Craig Brown will demonstrate the process of applying storytelling to your initiatives and provide a framework for you to use stories in any crucial situation. You'll come away able to better create your own stories and we'll all come away with some new stories from the group.

**Craig Brown, Principal Consultant**  
*LawVision Group LLC*

**4:15 PM Lessons From The Field: How to be a Rainmaker Without a Law Degree**

We will interview an industry expert (known as a legal rebel) and deconstruct how you can become a RAINMAKER in your firm.

**Sheila Ardan, Director of Business Development & Client Services**  
*Freeman, Freeman & Smiley*

**5:00 PM The LSSO Sales and Service Awards Presentation**

**Presenter: Sharon Berman, Principal**  
*Berbay Marketing & Public Relations*

**5:15 PM Networking Cocktail Reception**

**RainDance Conference Agenda: June 8th ~ Day 2**

**8:00 AM Interaction User Group 3.0 Breakfast Meeting (for in-house law firm professionals)**

Come join the Interaction team for breakfast and the first ever International User Group meeting. We will unveil some little known ways law firms are using Interaction to drive revenue. Don't miss it!

**Toni Minick, Director of Product Management**  
*LexisNexis InterAction*

**9:00 AM Welcome and Opening Remarks--Bloomberg BNA, RainDance Conference Emcee and Host**

**Emcee: Kevin Skrzysowski, Regional Director**  
*Bloomberg Law*

**9:05 AM Selling is Everyone's Business**

Driven by fierce competition, law firms are investing heavily in marketing and business development. The common pitfall is that this investment doesn't always come with a thorough understanding of the value of selling from their clients' perspective. Successful legal marketers and business developers must master the key topics of pricing, staffing, risk investment, project management and overall partnership. In fact, many law firms are hiring business development leaders from in-house legal departments just so that they can better understand these issues. At a true client-oriented law firm, knowing what you sell, sharing relationships, making introductions and utilizing technology is everyone's job. Having great lawyers is the price of admission. Having a sophisticated business development function that really understands clients' business is what differentiates the law firm of tomorrow from the law firm of yesterday. Law firms with passionate personnel that truly gets business development are the ones that will succeed at building long-lasting client-relationships.

**Michael R. Caplan, Chief Operating Officer**  
*Goodwin Procter LLP*

**Kevin Colangelo, Vice President, Strategic Accounts**  
*Bloomberg Law*

**9:50 AM Networking Break and Raffle**

**10:15 AM Practice Boomers: Using Technology to Enhance Business Development Training, Targeting, and Tracking**  
Implementing business development strategies with an understaffed department can be a challenge. In this session, David will share case studies from law firms that have used technology to resolve issues such as lawyer training and coaching, client interview follow up, and BD follow-through. You will hear how implementation challenges for many business development activities can be a thing of the past!

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

**10:45 AM Interactive Session - Defining the Evolving "Sales" Function in Law Firms**

During this interactive session, you will discuss the evolving role of sales at your law firm, who the key stake holders in moving the role forward are and where you envision your firm to be in 2 years and why. One person from each table will be called up to present the "evolution" at their firm.

**Catherine Zinn, Chief Client Officer**  
*Orrick, Herrington & Sutcliffe LLP*

**11:30 AM Sales and Service Stories from the Field**

Selected RainDance attendees will share their newly-created stories and you will vote on a winning story for a prize!

**Facilitator: Jennifer Schaller, Managing Director**  
*National Law Review*

**12:00 PM Networking Lunch Challenge**

**1:00 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: Aaron J. Tantleff, Partner**  
*Foley & Lardner LLP*

**Michael D. Chartock, Esq., General Counsel**  
*Gordon Brothers Group LLC*

**Tracey R. Gallegos, CLM, Legal Department Operations Manager**  
*Argonne National Laboratory*

**Donald J. Gibson, Jr., General Counsel**  
*MB Financial Bank, N.A.*

**Mark W. Hianik, Senior Vice President, General Counsel & Corporate Secretary**  
*Veritiv Corporation*

**2:15 PM SED Speak - Driving Cross-Selling to a Higher Level**

Successful cross-selling is a major goal for many firms, yet few truly understand how to excel in this area. By developing the right organization habits (aka culture), leaders can build stronger client relationships and generate more revenue. In this interactive program, participants will learn how to: Increase firm-wide buy-in to the importance of cross-selling; Identify and overcome key obstacles that impede the flow of cross-selling activity; Cross-connect groups and individuals who have the greatest potential for success; Approach relationship lawyers in ways that will achieve their buy-in.

**David H. Freeman, J.D., Founder**  
*Law Firm Culture Shift*

**3:00 PM LSSO Sales and Service Award Winner-Case Study & Q&A**

**3:15 PM Open Session with Procurement: Everything You Want to Know But Were Afraid to Ask**

**Facilitator: Christie Caceres, Director, Business Development**  
*Foley & Lardner LLP*

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

**4:00 PM RainDance Wrap Up**

**4:10 PM Adjourn**