



LEGAL SALES & SERVICE ORGANIZATION

2026 RainDance Conference Agenda



RainDance

JUNE 3 - 4, 2026 | Conference

Legal Sales and Service Organization

LEGALSALES.ORG

DAY 1 Wednesday, June 3	Program
 <p>Registration & Caffeinated Connections</p>	<p>8:00 am Registration, Breakfast and Networking</p>
 <p>Workshops</p>	<p>8:30 – 11:45 am Elevating the Client Experience Steven Keith, Founder, CX Pilots Catherine Alman MacDonagh, JD, Founder and CEO, Legal Lean Sigma Institute, LSSO Founder and Member, Board of Advisors</p>
 <p>Networking & Lunch</p>	<p>11:45 am - 12:45 pm Networking Lunch Meet new colleagues and say hello to friends!</p>
 <p>RainDance Welcome</p>	<p>12:45 pm Welcome to RainDance 2026 Chris Newman, President 2025-2026, LSSO Board of Advisors, CMBDO, Mintz Darryl Cross, President 2026-2027, LSSO Board of Advisors, Chief Global Collaboration Officer, Norton Rose Fulbright US LLP</p>
 <p>SESSION 1</p>	<p>1:00 pm Beyond CRM: How PRM + Signals Are Rewriting the Law Firm Growth Playbook Litera</p>
 <p>SESSION 2</p>	<p>1:25 pm RainDance HailStorm An interactive popular feature of LSSO's annual conference. <i>Write, then throw your questions!</i> RainDance Emcees: Patrick Fuller VP, Strategy, ALM Christina Buensuceso, Director of Clients (US), Eversheds Sutherland</p>
 <p>Networking Break</p>	<p>1:40 pm Refresh & Build Your Network Connect! Networking Exercise Scott Love, The Rainmaking Podcast, Host, The LSSOPodcast</p>

 <p>SESSION 3</p>	<p>1:55 pm KEYNOTE Negotiations: Using Emotional Intelligence to Sell Great Ideas Graham Cox, Programme Director, Boundaries Edge Ltd</p>
 <p>SESSION 4</p>	<p>2:40 pm RainIntelligence</p>
 <p>SESSION 5</p>	<p>3:00 pm The Pack Mentality: Unlocking the Power of Cross-Collaboration in Law Firms Jackie Middleton, Senior Director, Client and Industry Strategy, Ballard Spahr</p>
 <p>SESSION 6</p>	<p>3:25 pm Bring a Method to the Madness: A Unified Approach to Business Development David Ackert Pipeline Plus,</p>
 <p>Networking Break</p>	<p>3:45 pm Build Your Network <i>Connect! Networking Exercise</i> Scott Love, The Rainmaking Podcast, Host, The LSSOPodcast</p>
 <p>SESSION 7</p>	<p>4:00 pm Rapid Fire Client Panel Association of Corporate Counsel <i>Created by LSSO, everyone looks forward to this fast-paced, voice of the client session each year!</i></p>
 <p>Day 1 Wrap Up</p>	<p>4:55 pm Dew Drops - Highlights: Day 1 & Forecast: Day 2 Patrick Fuller & Christina Buensuceso, RainDance Emcees</p>
 <p>SESSION 8</p>  <p>RainDance Reception</p>	<p>5:00 pm LSSO 2026 Sales & Service Awards Ceremony <i>William J. Flannery Sales Awards</i> <i>Leonardo Inghilleri Service Excellence Awards</i> <i>LSSO Awards</i></p> <p>5:45 – 6:45 pm RainDance Reception <i>Please make your own dinner arrangements following the reception and plan to meet up in The Palmer House Lobby bar afterward!</i></p>

DAY 2 Thursday, June 4	Program
 Registration & Caffeinated Connections	7:45 am Registration, Breakfast & Networking
 Day 2 Kickoff	8:00 am Hail-O and Welcome Back! Patrick Fuller & Christina Buensuceso
 Breakfast Exercise	8:10 am Using AI for BD: Prompt and Ceremony Jennifer Scotton , CMBDO Costangy Brooks Smith & Prophete <i>How to use the best prompts for RFP responses and more</i>
 SESSION 9	8:40 am Signal Selling NEXL
 SESSION 10	9:10 am Legal Quality Management: Creating Competitive Advantages Corey Smith, Esq. , Founder, Legal Quality Management Initiative
 Networking Break	9:30 am Build Your Network Connect with New and Existing Contacts Networking Exercise Scott Love , The Rainmaking Podcast, Host, The LSSOPodcast
 SESSION 11	9:45 am Program Propense.ai
 SESSION 12	10:05 am Power of Connection: Turning Relationship Data into Growth Strategy Introhive
 SESSION 13	10:25 am RainDance Rap <i>Table Discussions on the Hottest Sales and Service Challenges and Opportunities</i>
 SESSION 14	11:00 am How to Build, Manage, and Grow Sales Teams Kevin Morris , Director of Business Development, Cooley LLP
 SESSION 15	11:20 Sales and Service Salary & Survey Results Derek Jones , Acuigen Rob Randolph , Yate Collaborative
 Networking Lunch	11:45 pm

 <p>SESSION 16</p>	<p>12:45 pm BD Teams & Healthy Competition – Gamification Creates Enthusiasm for Collaboration Mark Howe, Director of Business Development & Client Relations, TDS LLP</p>
 <p>SESSION 17</p>	<p>1:10 pm Selling Legal in the Age of AI: What Changes for BD, KM, and Client Teams Sumathi Pundit, CEO / Founder, Kaitongo AI</p>
 <p>SESSION 18</p>	<p>1:35 Knowledge, Empathy + Confidence: Empower Three Skills to Transform Internal Client Service Matt Plavnick, Chief Inspiration Officer, Axis Marketing Strategies</p>
 <p>SESSION 19</p>	<p>1:55 Strategic Account Management: Elevating the Client Experience Silvia L. Coulter, Principal, LawVision</p>
 <p>SESSION 20</p>	<p>2:15 Methods and Actions to Accelerate Impact Suzanne Donnels, Strategic Advisor, Suzanne Donnels Consulting Heather L. Barnes, M.A., Founder and CEO, Improv @ Work LLC</p>
 <p>SESSION 20</p>	<p>2:30 Career Growth Strategies: Taking the Next Step Kate Harry Shipham, CEO & Founder, KHS People LLC</p>
 <p>RAINDANCE WRAP UP</p>	<p>2:45 - 3:00 RainDance 2026 Reflections Patrick Fuller & Christina Buensuceso</p>