







# 2026 RainDance Conference Agenda













**RainDance**  
JUNE 3 - 4, 2026 | Conference

Legal Sales and Service Organization  
[LEGALSALES.ORG](https://legalsales.org)

DAY 1 Wednesday, June 3	Program
 <p><b>Registration &amp; Caffeinated Connections</b></p>	<p><b>8:00 am</b>   Registration, Breakfast and Networking</p>
 <p><b>Workshops</b></p>	<p><b>8:30 – 11:45 am Using Strategic Account Management to Elevate the Client Experience</b>  <b>Steven Keith</b>, Founder, CX Pilots  <b>Silvia L. Coulter</b>, Principal, Law Vision, LSSO Founder and Member, Board of Advisors</p>
 <p><b>Networking &amp; Lunch</b></p>	<p><b>11:45 am - 12:45 pm Networking Lunch</b>        Meet new colleagues and say hello to friends!</p>
 <p><b>RainDance Welcome</b></p>	<p><b>12:45 pm   Welcome to RainDance 2026</b>  <b>Chris Newman</b>, President 2025-2026, LSSO Board of Advisors, CMBDO, Mintz  <b>Darryl Cross</b>, President 2026-2027, LSSO Board of Advisors, Executive Sales Coach, Norton Rose Fulbright US LLP</p>
 <p><b>SESSION 1</b></p>	<p><b>1:00 pm   Beyond CRM: How PRM + Signals Are Rewriting the Law Firm Growth Playbook</b>  <b>Speaker</b>, Title, <b>Litera</b></p>
 <p><b>SESSION 2</b></p>	<p><b>1:25 pm   RainDance HailStorm</b>        An interactive popular feature of LSSO's annual conference. <i>Write, then throw your questions!</i>  <b>RainDance Emcees: Patrick Fuller</b> VP, Strategy, ALM  <b>Christina Buensuceso</b>, Director of Clients (US), Eversheds Sutherland</p>
 <p><b>Networking Break</b></p>	<p><b>1:40 pm   Refresh &amp; Build Your Network</b>        Connect!   Networking Exercise</p>

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

	<b>Registration &amp; Caffeinated Connections</b>	<b>7:45 am   Registration, Breakfast &amp; Networking</b>
	<b>Day 2 Kickoff</b>	<b>8:00 am   Hail-O and Welcome Back!</b> <b>Patrick Fuller &amp; Christina Buensuceso</b>
	<b>Breakfast Exercise</b>	<b>8:10 am   Using AI for BD: Prompt and Ceremony</b> <b>Jennifer Scotton</b> , CMBDO Costangy Brooks Smith & Prophete <i>How to use the best prompts for RFP responses and more</i>
	<b>SESSION 9</b>	<b>8:40 am   Signal Selling</b> <b>NEXL</b>
	<b>SESSION 10</b>	<b>9:10 am   Legal Quality Management: Creating Competitive Advantages</b> <b>Corey Smith, Esq.</b> , Founder, Legal Quality Management Initiative
	<b>Networking Break</b>	<b>9:30 am   Build Your Network</b> Connect with New and Existing Contacts   Networking Exercise
	<b>SESSION 11</b>	<b>9:45 am   Program</b> <b>Propense.ai</b>
	<b>SESSION 12</b>	<b>10:05 am   Power of Connection: Turning Relationship Data into Growth Strategy</b> <b>Introhive</b>
	<b>SESSION 13</b>	<b>10:25 am   RainDance Rap</b> <i>Table Discussions on the Hottest Sales and Service Challenges and Opportunities</i>
	<b>SESSION 14</b>	<b>11:00 am   How to Build, Manage, and Grow Sales Teams</b> <b>Kevin Morris</b> , Director of Business Development, Cooley LLP
	<b>SESSION 15</b>	<b>11:20   Sales and Service Salary &amp; Survey Results</b> <b>Derek Jones</b> , AcuiGen <b>Rob Randolph</b> , Yate Collaborative
	<b>Networking Lunch</b>	<b>11:45 pm</b>
	<b>SESSION 16</b>	<b>12:45 pm   BD Teams &amp; Healthy Competition – Gamification Creates Enthusiasm for Collaboration</b> <b>Mark Howe</b> , Director of Business Development & Client Relations, TDS LLP

 SESSION 17	<b>1:10 pm   Selling Legal in the Age of AI: What Changes for BD, KM, and Client Teams</b> <b>Sumathi Pundit</b> , CEO / Founder, Kaitongo AI
 SESSION 18	<b>1:35   Knowledge, Empathy + Confidence: Empower Three Skills to Transform Internal Client Service</b> <b>Matt Plavnik</b> , Chief Inspiration Officer, Axis Marketing Strategy
 SESSION 19	<b>1:55   Strategic Account Management: Elevating the Client Experience</b> <b>Silvia L. Coulter</b> , Principal, LawVision
 SESSION 20	<b>2:30   Career Growth Strategies: Taking the Next Step</b>
 RAINDANCE WRAP UP	<b>2:45 - 3:00   RainDance 2026 Reflections</b> <b>Patrick Fuller &amp; Christina Buensuceso</b>

