



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
	Registration & Caffeinated Connections 8:00 am Registration, Breakfast and Networking
	Workshops 8:30 – 11:45 am Using Strategic Account Management to Elevate the Client Experience Steven Keith , Founder, CX Pilots Silvia L. Coulter , Principal, Law Vision, LSSO Founder and Member, Board of Advisors
	Networking & Lunch 11:45 am - 12:45 pm Networking Lunch Meet new colleagues and say hello to friends!
	RainDance Welcome 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, Executive Sales Coach, Norton Rose Fulbright US LLP
	SESSION 1 1:00 pm Beyond CRM: How PRM + Signals Are Rewriting the Law Firm Growth Playbook Speaker, Title, Litera
	SESSION 2 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
	Networking Break 1:40 pm Refresh & Build Your Network Connect! Networking Exercise

	SESSION 3	1:55 pm KEYNOTE Negotiations: Using Emotional Intelligence to Sell Great Ideas Graham Cox , Programme Director, Boundaries Edge Ltd
	SESSION 4	2:40 pm RainIntelligence
	SESSION 5	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
	SESSION 6	3:25 pm Bring a Method to the Madness: A Unified Approach to Business Development David Ackert Pipeline Plus,
	Networking Break	3:45 pm Build Your Network <i>Connect! Networking Exercise</i> Scott Love , The Rainmaking Podcast, Host, The RainDance Podcast
	SESSION 7	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>
	Day 1 Wrap Up	4:55 pm Dew Drops - Highlights: Day 1 & Forecast: Day 2 Patrick Fuller & Christina Buensuceso , RainDance Emcees
	SESSION 8	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>
	RainDance Reception	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>
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
	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
	SESSION 16	12:45 pm BD Teams & Healthy Competition – Gamification Creates Enthusiasm for Collaboration Mark Howe , Director of Business Development & Client Relations, TDS LLP

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