
















2026 RainDance Conference Agenda



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

DAY 1 Wednesday, June 3	Program
 Registration & Caffeinated Connections	8:00 am Registration, Breakfast and Networking
 CX Workshop	8:30 - 11:45 am Elevating the Client Experience Steven Keith , Founder, CX Pilots Catherine Alman MacDonagh, JD , LSSO Founder and Member, Board of Advisors and Founder and CEO, Legal Lean Sigma Institute
 Networking & Lunch	11:45 am - 12:30 pm Networking Lunch Meet new colleagues and say hello to friends! Sponsored by Litera
 Welcome to RainDance	12:30 - 12:50 pm Welcome to RainDance 2026 RainDance Emcees Patrick Fuller , PJF Strategies Christina Buensuceso , Global Senior Director, Client Focus Programs, Reed Smith President's Greetings 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
 SESSION 1	12:55 - 1:25 pm Opportunity Doesn't Knock - It Signals. Are You Listening? Jody Glidden , Founder and CEO, Postilize In collaboration with Litera Beverly Agdern , Senior Business Development Manager, Marshall Gerstein & Borun
 SESSION 2	1:25 - 1:40 pm RainDance HailStorm <i>A popular interactive feature of LSSO's annual conference, this high-energy exercise invites attendees to write down a key question or challenge, crumple it, and wait for the signal to launch a hailstorm of ideas, insights, and connection!</i> Patrick Fuller , PJF Strategies Christina Buensuceso , Global Senior Director, Client Focus Programs, Reed Smith
 Networking	1:40 - 1:55 pm Refresh & Build Your Network Connect! Networking Exercise Scott Love , Host - The Rainmaking Podcast & Co-Host, The LSSO Podcast




*A brief transition period is built in between each program to allow for speaker changes and introductions.

 <p>SESSION 3</p>	<p>1:55 - 2:40 pm KEYNOTE Negotiations: Using Emotional Intelligence to Sell Great Ideas Graham Cox, Programme Director, Boundaries Edge Ltd Introduction by Bryan Austin, Litera</p>
 <p>SESSION 4</p>	<p>2:40 - 3:00 pm Bring a Method to the Madness: A Unified Approach to Business Development David Ackert, Founder & CEO, PipelinePlus</p>
 <p>SESSION 5</p>	<p>3:05 - 3:25 pm The Pack Mentality: Unlocking the Power of Cross-Collaboration in Law Firms Jackie Middleton, Senior Director, Business Development and Client Strategy, Ballard Spahr</p>
 <p>SESSION 6</p>	<p>3:30 – 3:50 pm Achieving Sales and Service Excellence Presented by Client Sense</p>
 <p>Networking Break</p>	<p>3:50 - 4:05 pm Build Your Network <i>Connect! Networking Exercise</i> Scott Love, Host - The Rainmaking Podcast and Co-Host, The LSSO Podcast</p>
 <p>SESSION 7</p>	<p>4:05 - 5:05 pm Rapid Fire Client Panel <i>Created by LSSO, everyone eagerly anticipates this fast-paced voice of the client session each year!</i> Moderator: Blake E. Garcia, Ph.D., Senior Director of Business Intelligence Christi Childers, Executive Vice President & General Counsel, First American Bank Dennis Garcia, Vice President, General Counsel, Litera Meredith Ritchie, Chief Ethics and Government Affairs Officer, Alliant Credit Union Presented by Association of Corporate Counsel</p>
 <p>Day 1 Wrap Up</p>	<p>5:05 – 5:10 pm Dew Drops - Highlights: Day 1 & Forecast: Day 2 Patrick Fuller & Christina Buensuceso, RainDance Emcees</p>
 <p>SESSION 8</p>	<p>5:10 – 5:55 pm LSSO 2026 Sales & Service Awards Ceremony William J. Flannery Sales Awards Leonardo Inghilleri Service Excellence Awards LSSO Awards</p>
 <p>RainDance Reception</p>	<p>5:55 – 7:00 pm RainDance Reception <i>Please make your own dinner arrangements following the reception. After dinner, plan to meet up in The Palmer House Lobby bar for more connections and conversations!</i></p>

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DAY 2 Thursday, June 4		Program
 Registration & Caffeinated Connections	7:45 am Registration, Breakfast & Networking Presented by Nexl	
 Day 2 Kickoff	8:30 am Hail-O and Welcome Back! Patrick Fuller & Christina Buensuceso	
 SESSION 9	8:40 - 9:10 am Shift Happens: Leading Growth When the Model is Changing Jason Broomfield , Director of Business Development, North America, Nexl Justin Portaz , Chief Marketing & Business Development Officer, Saul Ewing	
 SESSION 10	9:15 - 9:35 am Legal Quality Management: Creating Competitive Advantages Corey Smith, Esq. , MBA, Certified Professional Engineer, LLS Yellow Belt, & Founder, Legal Quality Management Initiative	
 Networking Break	9:35 - 9:50 am Build Your Network Networking Exercise Scott Love Host - The Rainmaking Podcast and Co-Host, The LSSO Podcast	
 SESSION 11	9:50 - 10:10 am Accelerating Proactive Growth with Predictive Intelligence: A Top 30 AmLaw Firm Case Study Tim Keith , Founder and CEO, Propense.ai	
 SESSION 12	10:15 - 10:35 am The Million Dollar Relationship Risk BD & Sales Teams Overlook Joanna Trimble , Chief Revenue Officer, Introhive Becky Garverick , Chief Marketing & Business Development Officer, Hicks Johnson Suzanne Clare , Senior Director, Client Strategy, Perkins Coie	
 SESSION 13	10:35 - 11:00 am RainDance Hailstorm Discussions <i>Table discussions on sales and service challenges and opportunities.</i>	
 SESSION 14	11:00 - 11:15 am Leading from the Top: How Bracewell's Marketing Leadership Drove Successful AI Adoption for BD Michael Idinopulos , Co-Founder, MyMai Jacqueline Madarang , Director of Marketing Operations & Technology at Bracewell	

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 SESSION 15	11:20 – 11:50 am Survey Results Revealed: Sales Compensation & Team Structure Reports Derek Jones, Acuigen Rob Randolph, Yate Collaborative
 Networking Lunch	11:50 am – 1:00 pm <i>Challenge: Meet two people who you did not know prior to RainDance</i>
 SESSION 16	1:00 – 1:20 pm BD Teams & Healthy Competition – Gamification Creates Enthusiasm for Collaboration Mark Howe , Director of Business Development & Client Relations, Thompson, Dorfman, Sweatman LLP
 SESSION 17	1:25 – 1:40 pm Selling Legal in the Age of AI: What Changes for BD, KM, and Client Teams? Sumathi Pundit , CEO/Founder, Kaitongo AI Michelle Friends , Chief Marketing and Business Development Officer, Hanson Bridgett Linda Moss , Chief Business Development and Marketing Officer, Dykema
 SESSION 18	1:45 – 2:05 pm Knowledge, Empathy + Confidence: Empower Three Skills to Transform Internal Client Service Matt Plavnick , Chief Inspiration Officer, Axis Marketing Strategies
 SESSION 19	2:05 – 2:35 Methods and Actions to Accelerate Impact Suzanne Donnels , Strategic Advisor, Suzanne Donnels Consulting Heather L. Barnes, M.A. , Founder and CEO, Improv @ Work LLC
 RAINDANCE WRAP UP	2:40 - 3:00 RainDance 2026 Reflections Patrick Fuller & Christina Buensuceso

LSSO's Pillars are five focus areas that empower sales and service professionals across the legal industry. They ensure alignment of our RainDance topics and LSSO member benefits.

- Coaching & Training – Sales skills. Coaching playbooks. Team leadership.
- Innovation & Transformation – Technology. AI. Change management. Design thinking.
- Client Experience – Journey mapping. Feedback loops. Service excellence. Quality standards.
- Commercialization – Funnels. ROI. Campaigns that convert.
- Data Analytics & Intelligence – Dashboards. KPIs. Predictive BD.

Our goal is to provide access to the programming, insights, networks and tools specific to the core competencies needed to excel and grow in legal sales and service roles.



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