










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 Breakfast presented by Introhive
 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! Lunch presented 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








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 <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 Beyond Training- Embedding Business Development That Sticks 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 Breakfast 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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 <p>SESSION 15</p>	<p>11:20 – 11:50 am Survey Results Revealed: Sales Compensation & Team Structure Reports Derek Jones, Acuigen Rob Randolph, Yate Collaborative</p>
 <p>Networking Lunch</p>	<p>11:50 am – 1:00 pm Lunch and Networking Lunch presented by Intapp <i>Challenge: Meet two people who you did not know prior to RainDance</i></p>
 <p>SESSION 16</p>	<p>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</p>
 <p>SESSION 17</p>	<p>1:25 – 1:45 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</p>
 <p>SESSION 18</p>	<p>1:50 – 2:10 pm 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>2:15 – 2:45 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>RAINDANCE WRAP UP</p>	<p>2:45 - 3:00 RainDance 2026 Reflections Patrick Fuller & Christina Buensuceso</p>

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.

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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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