



Marquee Conference Center @ [The Old Post Office](#)  
 433 W Van Buren Street | Chicago  
[www.legalsales.org/2023RainDance](http://www.legalsales.org/2023RainDance)

**DAY ONE: WEDNESDAY, JUNE 7** (all times local)

<b>7:15 AM</b>	<b>Welcome + Registration Desk &gt; Open</b>
<b>PRE-CONFERENCE SESSION – INCLUDED WITH YOUR REGISTRATION</b>	
<b>8 – 10 AM</b>	<p><b>The Journey to Business Development Excellence: Navigating the Stages of Maturity in Professional Services Firms</b></p> <ul style="list-style-type: none"> <li>Learn about the key areas influencing your business development success, from operations to culture to collaboration</li> <li>Gain insight into where your firm falls on the business development spectrum, and what you can do to advance your position</li> <li>Discover real-world examples and best practices from successful firms</li> <li>Participate in interactive exercises to help you apply the insights and takeaways to your own firm’s business development strategy</li> </ul> <p><b>Presented by:</b> <a href="#">David Ackert</a>, CEO &amp; Founder + <a href="#">Hannah Hasinski</a>, Director of Business Development   PipelinePlus</p>
<b>10 AM – Noon</b>	<b>Break &gt; Networking</b>
<b>11:30 AM</b>	<b>LUNCH</b>
<p><b>2023 RAINDANCE CONFERENCE SCHEDULE</b>  <b>Emcee:</b> <a href="#">Patrick Fuller</a>, Vice President &amp; General Manager, ALM Intelligence</p>	
<b>Noon</b>	<b>RainDance Conference &gt; Opening Remarks</b>
<b>12:15 – 1:15 PM</b>	<p><b>‘Grab and Gab’ Working Lunch &gt; A Tale of Three Pipelines: How Your Sales, Service, &amp; Cross-Selling Pipelines Differ &amp; How to Maximize Them</b></p> <ul style="list-style-type: none"> <li>Understanding the three pipelines in a legal practice: Origination, Service, and Expansion</li> <li>Which pipeline gets the most attention? Which gets the least?</li> <li>How do/should you manage them differently?</li> <li>Who is/should be responsible for managing each?</li> <li>How do you measure activity/impact (origination, billable hour quotas, proliferation, etc.)?</li> <li>How do you ensure the New Business Pipeline doesn't get abandoned during a down economy when attention tends to be on ensuring current clients don't flee?</li> <li>What role should lawyers be expected to play (and do they/how to get them to comply)?</li> </ul> <p><b>Presented by:</b> <a href="#">David Ackert</a>, CEO &amp; Founder   PipelinePlus</p>



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<p><b>1:15 – 2:15 PM</b></p>	<p><b>Keynote &gt; The Rainmaker Genome Project: How Leading Partners Activate Their Business Development Approaches</b></p> <p><i>Why do the vast majority of firm revenues in professional services come from so few partners?</i> The answer will be revealed to RainDance attendees through pre-published, groundbreaking results of a first-of-its-kind quantitative study, undertaken by DCM Insights and sponsored by Intapp, that engaged more than 1,500 professional services partners across law, accounting, investment banking, management consulting, PR and executive search.</p> <p>Matt and his team have found that the conventional wisdom in professional services needs a dramatic overhaul. With today's clients buying very differently from firms, the traditional approach to developing and cultivating deep one-to-one client relationships has become a high-risk strategy for partners—one that is more likely to fail than it is to succeed. Top rainmakers have instead developed a new, modern approach to business development that leads to disproportionately better results and has far greater resiliency in an environment of diminished client loyalty to partners.</p> <p>In this keynote session, Matt will summarize and synthesize the results of this industry-leading research and guidance for leaders who are looking to drive step-function improvements in firm growth.</p> <p><b>Presented by:</b> <a href="#">Matt Dixon</a>, Founding Partner   DCM Insights</p>
<p><b>2:15 – 2:30 PM</b></p>	<p><b>Sales &amp; Service Inspiring Moment &gt;</b>  + </p>
<p><b>2:30 – 3 PM</b></p>	<p><b>Break &gt; Networking</b></p>
<p><b>3 – 3:45 PM</b></p>	<p><b>Session &gt; Strategic? Account Management</b></p> <p>While most law firms today have some kind of client account program, the difference between good and great can be vast. The keys to continued growth and trusted relationships are often simple but must be aligned with efficient team structures, incentives and tools to generate consistent returns over time. This session will cover lessons learned and fresh perspectives from inside and outside the legal sector to drive real strategic account management at your firm.</p> <p><b>Presented by:</b> <a href="#">David Bowerman</a>, Vice President, Director of Marketing   WSP USA</p>
<p><b>3:45 – 4 PM</b></p>	<p><b>Quick Break</b></p>
<p><b>4 – 5:30 PM</b></p>	<p><b>Session &gt; How to Turn Client Empathy into Money: A Closeup on CX in Legal</b></p> <p>Ask any lawyer if they are client-centric and the answer will be an enthusiastic “YES!” But, in reality, there are only a handful of law firms zeroed in on client experience (CX) as the core component of their business strategy. There are several reasons for this complacency such as confusion about what CX means in a legal firm setting, uncertainty about how to design and build a CX-focused organization, and how to ignite the culture shift from service-centric to experience-centric.</p>



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	<p>In this practical, interactive session, you will learn how your firm can gain an early mover advantage by setting the groundwork for a successful CX strategy, what ‘client empathy’ means, what CX in a law firm can look like, and what CX techniques and approaches to adopt to move towards a truly client-centric culture.</p> <p><b>Presented by:</b> <a href="#">Steven Keith</a>, CX Transformation Advisor &amp; Founder + <a href="#">Madina Ayles</a>, Director, Legal Experience   CX Pilots</p>
<p><b>5:30 - 7 PM</b></p>	<p><b>Networking Reception</b> with</p> <p>Hosted by:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>
<p><b>Dinner</b></p>	<p><i>Attendees are encouraged to make dinner plans with each other in advance of or at the Conference.</i></p>

**DAY TWO: THURSDAY, JUNE 8** (all times local)

	<p><b>Welcome Desk &gt; Open</b></p>
<p><b>8 – 9 AM</b></p>	<p><b>Caffeinated Connections &gt; Networking &amp; Breakfast</b></p> <p>Sponsored by:</p> <div style="display: flex; justify-content: space-around; align-items: center;">     </div>
<p><b>9 – 10 AM</b></p>	<p><b>Keynote &gt; C-Suite Conversations: Beyond the GC</b></p> <p>The business world in 2023 and 2024 will be just as volatile and uncertain as it is today. Maybe more so. Your current and prospective clients are hungry for information, understanding, and wisdom. And they’re happy to get it from any trusted source. How do you gain a competitive edge over other firms and management consultancies (think: Big 4)?</p> <p>Make sure your firm chooses to engage in these business-focused conversations with the C-suite. In this keynote session, you will learn why these conversations matter now more than ever, why management consultancies have a strong advantage, and what your law firm can do to win trust, fend off the competition, and turn C-level conversations into opportunities for revenue growth.</p> <p><b>Presented by:</b> <a href="#">Bob Wiesner</a>, Managing Partner - The Americas   The Artemis Partnership</p>




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<p><b>10:10 – 11 AM</b></p>	<p><b>Session &gt; The LP Way™: An Unparalleled Client Experience</b></p> <p>Learn how one firm strategically transitioned its top leadership role—directly from the current and immediate former CEOs. Angie Sebastian joined the law firm of Levenfeld Pearlstein (LP) in its founding year (1999) as Director of Finance and grew into the role of CEO, serving in this capacity until she retired in 2022. Jeremy Gresham joined the firm in 2015 and served as its CFO prior to succeeding Angie as CEO last year.</p> <p>Angie’s and Jeremy’s successes—as well as the firm’s and its clients—are underpinned by thoughtful planning, deliberate execution, and staying focused on a vision to innovate and set a new standard in the delivery, design, and value of legal services. The firm’s strategic advantage is trademarked as The LP Way™, a unique model for creating “an unparalleled and consistent client experience.”</p> <p><b>Presented by:</b> <a href="#">Jeremy Gresham, CEO</a>   <a href="#">Levenfeld Pearlstein</a> + <a href="#">Angie Sebastian, President</a>   <a href="#">Sebastian Strategies &amp; Former CEO</a>   <a href="#">Levenfeld Pearlstein</a></p>
<p><b>11 – 11:30 AM</b></p>	<p><b>Break &gt; Networking</b></p>
<p><b>11:30 – 11:45 AM</b></p>	<p><b>Sales &amp; Service Inspiring Moment &gt; PIPELINEPLUS.</b>  <small>POWERED BY ACKERT</small></p>
<p><b>11:45 AM – 12:30 PM</b></p>	<p><b>Session &gt; Coaching in the Moment: Teambuilding Challenges</b></p> <p>Partners face many scenarios that may create roadblocks to new business. In turn, these roadblocks create ‘coaching in the moment’ opportunities for law firm BD and sales professionals to strut their stuff and provide solutions.</p> <p>This session will provide you with an opportunity to work on real life scenarios with your table teammates and discuss solutions to the BD roadblock a partner faced. A fun, fast-paced opportunity to work as a team and to learn some new skills!</p> <p><b>Presented by:</b> <a href="#">Silvia Coulter, Principal</a>   <a href="#">LawVision</a> + <a href="#">Chris Landry, Co-Founder</a>   <a href="#">SigParser</a></p>
<p><b>12:30 – 1:45 PM</b></p>	<p><b>‘Grab and Gab’ Working Lunch &gt; Building a Rainmaker Organization</b></p> <p>Building on Day 1’s keynote by Matt Dixon of DCM Insights – <b>The Rainmaker Genome Project: How Leading Partners Activate Their Business Development Approaches</b> – this session is an extended conversation on what it takes to build a rainmaker organization.</p> <p>What are some of the skills, best practices, and technology that high-performing rainmakers use to grow their books of business? And how should firms be thinking about adapting them across the enterprise to drive performance improvements?</p> <p><b>Presented by:</b> <a href="#">Lavinia Calvert, Vice President, Legal Industry Principal</a>   <a href="#">Intapp</a> + <a href="#">Ted McKenna, Founding Partner</a>   <a href="#">DCM Insights</a></p>



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<p><b>1:45 – 2:45 PM</b></p>	<p><b>Session &gt; The RainDance Rapid Fire Client Panel</b></p> <p>This LSSO original format is always a highlight of the annual RainDance Conference. Esteemed corporate leaders responsible for securing outside legal services offer candid insights into what drives their decision making as well as suggestions for how attorneys and law firms can enhance the client experience.</p> <p><b>Panelists</b></p> <p>Pam Chen, Vice President &amp; General Counsel   Museum of Science and Industry, Chicago        Sarah Harris, General Counsel   Armanino LLP        Fred Snow, Executive Vice President &amp; General Counsel   First American Bank        Fred Stein, Chief Legal Officer   Chicken Soup for the Soul Entertainment</p> <p><b>Facilitator</b></p> <p><a href="#">Derek Jones</a>, Founder &amp; CEO   Acuigen</p>
<p><b>2:45 – 3 PM</b></p>	<p><b>Sales &amp; Service Inspiring Moment &gt; </b></p>
<p><b>3 – 3:30 PM</b></p>	<p><b>Session &gt; ‘Rap’ Up</b></p>

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