**Option 1 - 2023 LMA Annual Conference:** A Planning Tool for Your Submission

All proposals should be submitted to LMA’s website at<https://my.legalmarketing.org/2023-Annual-Conference-Option-1-Session-Proposal> by **Friday, July 1**. You may use this word document as a planning tool to draft your proposal. If you need support, connect with the LMA Education Team at [education@legalmarketing.org](mailto:education@legalmarketing.org).

**Section 1: Getting to Know You***As the submitter/author, you will receive all communications pertaining to this proposal. Share updates with your co-speakers (if applicable) as you see fit.*

1. **Name, Title, Company, and Email Address**
2. **High-Level Bio** *(Up to 200 Words)*
3. **LinkedIn Profile Link**

**Section 2: Getting to Know Your Co-Speaker(s)**

1. **If applicable, provide the following information for each co-speaker: Name, Title, Company, Email Address and a note on the value he/she adds to the session.** [optional]
   1. Name, Title, Company, and Email for each co-speaker *(i.e. Julie Jones, Chief Marketing Officer, Law Offices of ABC,* [*julie@abc.com*](mailto:julie@abc.com)*)*
   2. What value/perspective does they each bring to the session?
2. **Are there any first time LMA Annual Conference speakers attached to this proposal?**
   1. If yes, who?
3. **How will you include the voice of the client?**

**Section 3: Session Details & Engagement Strategies**

1. **Session Title** [10 word limit]
2. **Session Description** [150 word limit]
3. **Learning Objectives (1-3)**
4. **What session types are more applicable for this proposal? If selected, the ACAC will share more direction on type and session length.** (Select all that apply)
   1. Quick Hit (Ted-style talk)
   2. Breakout Session (panel, lecture, fireside chat, interactive format)
   3. Deep Dive (case study, facilitated expert panel, etc.)
   4. Workshop (in-depth, interactive hands-on learning)
5. **Who will benefit most from attending this program?**

Priority will be given to proposals that embrace meaningful interactivity and challenge the traditional way of presenting.Examples:

* Small groups are presented with a situation and discuss potential solutions or outcomes.
* Have participants reiterate learned information through a game or activity.
* Session includes real world applicability resources (i.e. worksheets, templates, tools)

Need more ideas? Visit the Audience Engagement Strategies section of [LMA's Speaker Resource Page](https://legalmarketing.org/Speaker-Resources).

1. **Elaborate on how you will maximize attendee engagement during your session.**
2. **Describe how diversity, equity and inclusion is addressed/incorporated in your session and speaker selection.**

**Section 4: Body of Knowledge & Content Level**

LMA's [Body of Knowledge (BoK)](https://legalmarketing.org/Education/Body-of-Knowledge) is a foundational resource that defines the core skills necessary for legal marketers to succeed. The BoK defines the essential and accepted domains, competencies and associated skill sets within the legal marketing profession at every level. The domains include:

* **Business Development** drives new business and increased revenue for the law firm - both directly and indirectly - through client and prospect outreach, attorney coaching and mentoring, and market intelligence.
* **Business of Law** includes understanding the legal profession, evaluating firm financial and operational performance, building strategies to leverage market opportunities and implementing practices that maximize performance.
* **Client Services** consist of the techniques, processes and standards by which law firms' professional staff serve the lawyers in the firm and the clients of the firm, including the disciplines of project management and process improvement.
* **Communications** entail developing and implementing internal and external messaging strategies to broaden the impact of the firms' programs and brand position.
* **Marketing Management and Leadership** establishes and effectively manages a highly functioning marketing organization through people and processes that foster collaboration and drive overall business objectives.
* **Technology Management** includes identification, implementation and effect management of the technologies and technology staff that support marketing and business development.

1. **Select the primary domain that applies to the proposal:** [select one]
   1. Business Development
   2. Business of Law
   3. Client Services
   4. Communications
   5. Marketing Management and Leadership
   6. Technology Management

***Word version only:*** *When submitting directly in the form, you will then be prompted to select the corresponding competencies. Those options are included at the end of this form.*

1. **Which skill level does your content target?**

Skills are actions that demonstrate the ability to appropriately practice the competency, written in form of objectives. Each skill is identified as essential or advanced, indicating the complexity of performance and/or experience required.

* **Essential:** The foundational and basic skills that one must know to be proficient at their job. Learners at the essential level might not have as much experience in the content or it may be a learner wanting to refresh their established skills.
* **Advanced:** Highly developed skill level or advanced content that allow a learner to take their essential skills and apply them in a more complex, progressive, or innovative way. Learners ready for advanced skills have already mastered the basic essential skills and likely have a lot of experience in the area and are ready for content that will be new or challenging.
  1. Essential
  2. Advanced

**Section 5: Supporting Resources and References**

1. **Ready, Set, Record!** Presenting requires a dynamic speaker who is both engaging and knowledgeable on the content being presented. To get a taste of your style and expertise, the ACAC wants to see you in action! Please record a short video, no longer than 60 seconds, that highlights who you are, your expertise and why the ACAC should consider accepting this session. You do not need to include your co-speakers (if applicable). [optional]

*The video does not need to be professionally produced nor is it required to turn on your camera. You can record in a platform like Zoom and then upload your .mp4 here. If you submit a video longer than one minute, the ACAC will only view the first 60 seconds.*

1. **Provide any additional resources or links that highlight your or your co-speakers expertise in the topic.** [optional]
2. **Provide contact information for professional references who can speak to your industry expertise and/or presentation style. Please provide the name, organization, and contact information (phone and/or email address) for your reference(s). We welcome any non-LMA references.** [optional]

**Section 6: Beyond #LMA23**

1. I am interested in being considered for additional LMA speaking opportunities (Regional/Local programming, Regional Conferences, SIG programming, webinars, etc.) and consent to having my information shared with other LMA volunteer leaders for consideration.
   1. Yes
   2. No

**Section 7: Conclusion**

Thank you for submitting to speak at #LMA23! The ACAC is excited to review your submission. **When you hit “Finish” below, you will be prompted to review your submission. Take a moment to review and then hit “Submit” to complete the submission process.**

Click here to read the [**2023 Speaker Agreement**](https://legalmarketing.org/Surveys/2023-LMA-Annual-Conference-Speaker-Agreement). If selected to speak, you and all applicable co-speakers will be required to sign and adhere to this agreement. Please note these important clauses:

* LMA plans to video record Annual Conference sessions and requests a non-exclusive, royalty-free, perpetual, worldwide license to distribute, copy, sell or otherwise publish any program materials.
* I understand that I will not receive payment or a speaking fee.
* As a thank you for sharing your knowledge and experience, accepted speakers receive 50% off the early bird registration rate regardless of when they register. As LMA is a non-profit, all speakers are responsible for their own travel and any associated expenses.

1. **Do you have any additional comments, questions, or follow-up requests that the LMA Education Team should be aware of? Please provide details below and someone will follow up accordingly.** [optional]

Notes for the LMA Education Team

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***Once you select a Body of Knowledge Domain, the system will prompt you to identify corresponding competencies. You will only see and identify competencies for the domain(s) you select****.*

*Please select which Business Development competencies apply*

* *Business Development - Business Development Coaching/Training*
* *Business Development - Client Feedback*
* *Business Development - Competitive Intelligence*
* *Business Development - Event Management*
* *Business Development - Presentation Skills*
* *Business Development - Responding to Written Request for Proposals (RFPs)*
* *Business Development - Sales and Networking Techniques*

*Please select which Business of Law competencies apply*

* *Business of Law - Attorney Talent Recruitment, Compensation, Professional Development, and Retention*
* *Business of Law - Business Structure and Trends*
* *Business of Law - Competitive and Business Intelligence*
* *Business of Law - Financial Management and Measurement*
* *Business of Law - Firm and Practice Strategy and Planning*
* *Business of Law - Process Improvement*
* *Business of Law - Profitability and Pricing*
* *Business of Law - Project Management*

*Please select which Client Services competencies apply*

* *Client Services - External Client Communication and Feedback*
* *Client Services - Internal Client Communication and Feedback*
* *Client Services - Process Improvement*
* *Client Services - Project Management*

*Please select which Communications competencies apply*

* *Communications - Advertising and Promotion*
* *Communications - Interactive and Digital Marketing*
* *Communications - Measure Message Effectiveness*
* *Communications - Media Relations/PR*
* *Communications - Message and Strategy Planning*
* *Communications - Reputation Management*
* *Communications - Website Design and Content*
* *Communications - Written and Oral Communication Skills*

*Please select which Marketing Management and Leadership competencies apply*

* *Marketing Management and Leadership - Budgeting*
* *Marketing Management and Leadership - Change Management*
* *Marketing Management and Leadership - Consultant and Vendor Management*
* *Marketing Management and Leadership - Department Management and Motivation*
* *Marketing Management and Leadership - Firm Organizational Structure and Dynamics*
* *Marketing Management and Leadership - Management of Individual Personnel*
* *Marketing Management and Leadership - Marketing Planning*
* *Marketing Management and Leadership - Project (and Program) Management*

*Please select which Technology Management competencies apply*

* *Technology Management - Analytics and SEO*
* *Technology Management - Communications Software and Platforms*
* *Technology Management - Customer Relationship Management (CRM)*
* *Technology Management - Event Management*
* *Technology Management - Graphic Design and Branding*
* *Technology Management - Proposal and Pitch Development*
* *Technology Management - Social Media and Engagement*
* *Technology Management - Website Management*