**Option 2 - 2023 LMA Annual Conference:** A Planning Tool for Your Submission

All submissions should be entered to LMA’s website at <https://my.legalmarketing.org/23-Annual-Conference-Option-2-Expertise-option> by **Friday, July 1**. You may use this word document as a planning tool to draft your submission. If you need support, please connect with the LMA Education Team at [education@legalmarketing.org](mailto:education@legalmarketing.org).

**Section 1: Getting to Know You**

1. Name, Title, Company, and Email Address *(i.e. Julie Jones, Chief Marketing Officer, Law Offices of ABC,* [*julie@abc.com*](mailto:julie@abc.com)*)*
2. High-Level Bio *[Up to 200 words]*
3. LinkedIn Profile Link
4. Which #LMA23 opportunities are you interested in? (select all that apply)
   1. Pre-Conference Session Speaker (April 24)
   2. Breakout Session Speaker (April 25-26)
   3. Breakout Session Moderator (April 25-26)

**Section 2: Let’s Get Started!**

#LMA23’s education program will amplify authentic conversations/topics that inspire true change in the legal marketing industry.

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. **What Body of Knowledge domain does your expertise best align with?** (Select up to 2)
   1. Business Development
   2. Business of Law
   3. Client Services
   4. Communications
   5. Marketing Management and Leadership
   6. Technology Management
2. **Elaborate on the value you would add to #LMA23 and your areas of expertise.**
3. **Expand on any relationships you could leverage if selected to speak (i.e. client, partner, etc.).**

**Section 3: 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 adding you to a LMA23 session. [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 expertise on your preferred topics.** [optional]
2. **Provide contact information for professional references who can speak to your industry expertise and/or presentation style. We welcome any non-LMA references.** [optional]

*Please provide the name, organization, and contact information (phone and/or email address) for your reference(s).*

**Section 4: 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 5: 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 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: