

# AMPLIFY YOUR IMPACT

(All times listed in Eastern Time. Agenda subject to change;  
 See LMA23 Mobile App for full details and the most current updates.)

ROOM	REGISTRATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	MARKETPLACE	NETWORKING/MEALS	WELL-BEING	CSR	
	Great Hall Foyer	Regency 1	Regency 2	Regency 3	Diplomat 1-2	Diplomat 3	Great Hall				
<b>MONDAY, APRIL 24</b>											
7:00 am – 7:00 pm	Registration Opens 7:00 am - 7:00 pm Great Hall Foyer	<b>PRE-CONFERENCE PROGRAMS</b> (All Pre-Conference Programs and Meals Require Additional Registration)							Pre-Conference Morning Refreshments 8:00 am – 9:30 am Regency and Diplomat Foyers (Additional registration required)		
8:45 am – 4:30 pm		PR & Communications: (AMP) Aligning Efforts, Maximizing Opportunities and Proving Value - Taking Your Communication and PR Strategy to the Next Level 9:00 am - 4:30 pm	LMA QuickStart™ LIVE! Legal Marketing Essentials 8:30 am - 4:15 pm	Career Development: Your Seat at the Table — Leveraging Your Personal Brand to Amplify Your Leadership and Career 9:00 am - 4:30 pm	Solo/Small Team: Making a BIG Splash in Small and Mid-Sized Law Firm Ponds 8:30 am - 4:30 pm	CMO Summit: Leadership Amplified – Managing Teams through the Evolution of Law Firm Marketing 9:30 am - 4:00 pm		Pre-Conference Lunch 11:45 am – 1:15 pm (Additional registration required)			
4:00 pm – 5:00 pm	CMO Reception (invitation only) • Great Hall 2 Foyer • Sponsored by LexisNexis										
4:30 pm – 5:00 pm	First-Time Attendee Meet-Up • Marketplace Entrance (Great Hall)										
5:00 pm – 7:00 pm	Welcome Reception in Marketplace • Great Hall										

<b>TUESDAY, APRIL 25</b>											
7:00 am	Registration 7:00 am - 5:00 pm Great Hall Foyer										
7:15 am											
7:30 am											
7:45 am											
8:00 am											
8:15 am											
8:30 am – 10:00 am			<b>OPENING GENERAL SESSION:</b> Live Limitlessly: Bringing Contagious Confidence to Work that Really Matters Great Hall 5 Sponsored by Litera								
10:00 am								Marketplace Hours 7:30 am - 4:00 pm Great Hall	Attendee Breakfast 7:30 am - 8:15 pm Great Hall	Well-Being Room 7:00 am - 5:00 pm Diplomat 4	CSR Activity 7:30 am - 5:00 pm Great Hall Foyer
10:15 am									Networking Break 10:00 am - 10:45 pm Great Hall		
10:30 am											
10:45 am – 11:45 am		Marketing Analytics Bootcamp - Part 1: Learning to Use Data to Amplify Your Impact ● ● E	How Amplifying Your Personal Brand Impacts Company Well-Being & Culture ● ● E	Escaping the Legal Marketer's Inferno Sponsored by One North ● ● A	Adding and Defining Value in a Crowded Market ● ● A	Harnessing The Power of Storytelling to Influence and Engage Your Audiences ● ● A					
11:45 am											
12:00 pm – 12:30 pm		Developing an Authentic Approach to Keeping in Touch and Building Relationships ● ● E	The Dirty Secrets of DEI: Unpacking the Do's and Don'ts in DEI Communications and Marketing ● ● E	A First Look at a New Scientific Study: The Rainmaker Genome Project Sponsored by Intapp ● ● A	Podcasting For Lawyers: The Next-Level Strategy Necessary For A Successful Podcast ● ● A	Amplified Leadership: 4 Superpowers for High Impact ● A					

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**MISS A SESSION?** Attendees receive access to the Recordings Bundle for breakout session recordings!



ROOM	REGISTRATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	MARKETPLACE	NETWORKING/MEALS	WELL-BEING	CSR
	Great Hall Foyer	Regency 1	Regency 2	Regency 3	Diplomat 1-2	Diplomat 3	Great Hall			
<b>TUESDAY, APRIL 25 (continued)</b>										
12:00 pm – 1:45 pm	Registration 7:00 am - 5:00 pm Great Hall Foyer						Marketplace Hours 7:30 am - 4:00 pm Great Hall	Lunch 12:00 pm - 1:45 pm Great Hall	Well-Being Room 7:00 am - 5:00 pm Diplomat 4	CSR Activity 7:30 am - 5:00 pm Great Hall Foyer
1:45 pm – 2:45 pm		<b>Fishbowl Peer Exchange: Business Development + Coaching</b> ● A	<b>Client Service Teams: How to Build, Grow and Measure Success</b> ● ● A	<b>Spearheading Strategy &amp; Winning New Business with Marketing Tools</b> Sponsored by LexisNexis ● ● E	<b>Law Firms, Clients and the ESG Agenda: What is Your Role?</b> ● ● E	<b>The Next Five: Achieving Mid-Career Excellence in Legal Marketing</b> ● E				
2:45 pm – 3:30 pm								Networking Break 2:45 pm - 3:30 pm Great Hall		
3:30 pm – 5:00 pm		<b>Fishbowl Peer Exchange: Staffing + Retention</b> ● A	<b>Don't Hunt Alone: How to Leverage the Power of the Pack for Client Teaming</b> ● ● A	<b>Driving Successful and Impactful Content Marketing: 4 Steps to Stand Out in the Crowd</b> Sponsored by Passle ● ● E	<b>Status Report: How are Law Firm and Marketing Leaders Aligning To Drive Success?</b> ● ● A	<b>Insights from Outside Legal Marketing</b> ● ● E				
5:15 pm										
5:30 pm – 7:00 pm	Evening Reception: 80s Party! • South Palm Court and Pool Deck • Sponsored by One North									

<b>WEDNESDAY, APRIL 26</b>										
6:45 am – 7:15 am	Early Bird Yoga • South Palm Court and Pool Deck									
8:00 am	Registration 8:00 am - 12:30 pm Great Hall Foyer						Marketplace Hours 8:00 am - 12:15 pm Great Hall	Breakfast 8:00 am - 8:30 am Great Hall	Well-Being Room 8:00 am - 12:30 pm Diplomat 4	
8:15 am										
8:30 am										
8:45 am – 9:45 am		<b>GENERAL COUNSEL PANEL:</b> How to Win Big at the Legal Marketing Gameshow Great Hall 5								
9:45 am										
10:00 am – 11:15 am		<b>Skunkworks &amp; Metaverse: A Taste of What's Next in Legal Marketing</b> ● ● A	<b>Turning a Lawyer's Passion into a Practice</b> ● A	<b>Driving High Growth: Strategies for Firm Success in Challenging Times</b> Sponsored by LexisNexis ● ● E	<b>Marketing Analytics Bootcamp - Part 2: Advancing Your Marketing Analytics Operation</b> ● ● A	<b>How Law Firms Can Use Video Effectively &amp; Strategically in 2023</b> ● ● A				
11:15 am – 12:15 pm								Networking Lunch 11:15 am - 12:15 pm Great Hall		
12:15 pm – 1:15 pm	<b>Fishbowl Peer Exchange: Future State of Law</b> ● ● E	<b>Lifting the Veil: The Marriage of DEI, BD &amp; LegalOps</b> ● A	<b>Demystifying Data Science: What Legal Marketers Need to Know</b> Sponsored by Mondaq ● ● E	<b>Connecting Dots: Integrating Campaigns for Greater Engagement</b> ● ● A	<b>Authentic (Social) Selling: A Sales Insider's View</b> ● ● A					
1:15 pm										
1:30 pm – 2:30 pm	<b>CLOSING EXPERIENCE:</b> Cheers, Celebrations and Contemplations Great Hall 5									

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KEY: ● Business Development ● Business of Law ● Client Services ● Communications ● Marketing Management & Leadership ● Technology Management A = Advanced E = Essential