

Complimentary Pre-Conference Workshop & Luncheon (Registration Required for Both)

9:00 AM Workshop Registration

9:30 AM Pre-Conference Workshop: Pricing Bootcamp (Space is limited to 40)

The Pricing Bootcamp is designed to provide an in-depth, educational program for RainDance attendees. Our pricing experts will lead an interactive workshop covering three key areas of pricing, plus a hands-on case study. The four, 30-minute sessions will cover Theory, Practical Application, Project Management and a Case Study Exercise.

*Stuart Dodds, CPP, Director of Global Pricing and Legal Project Management
Baker & McKenzie*

*Patrick Johansen, CLM, CPP, Director of Business Development
Brinks Gilson & Lione*

*Daniel Ronesi, Senior Consultant Business of Law
Redwood Analytics*

11:45 AM Pricing Roundtable Luncheon (Space is limited to 20)

Immediately following the Pricing Bootcamp, we will host a Pricing Roundtable Luncheon. The luncheon will flow from the Bootcamp, but allows others to join just for lunch if desired. It will be a casual forum focused on tactical discussions of how law firms conduct their day-to-day pricing activities. Participants will share best practices and use the opportunity to ask questions. Networking will be one of the highlights.

RainDance Conference Agenda: June 4th ~ Day 1

11:00 AM RainDance Conference Registration

12:00 PM Welcome Lunch

12:45 PM Opening Remarks

1:00 PM Opening Keynote: Do You Have "The Perfect Pitch?"

Saying the right thing the right way can make the difference between sealing the deal or losing the account, advancing your career or suffering a demotion. During these moments, it's important to be pitch perfect--to use precisely the right tone to convey the right message to the right person at the right time. The right language--verbal and nonverbal--can make you more confident, persuasive, and certain. It can stir people to listen closely to your every word and to remember you long after you've left the room.

*Bill McGowan, Founder and CEO, Author, Pitch Perfect: How to Say It Right the First Time, Every Time
Clarity Media Group*

2:00 PM Transforming How You Sell: A Strategic Approach to the Sales Process

If you sell professional services you deserve a battle ribbon just for trying. You are operating in a tougher sales environment than anyone has seen for decades. Has your sales process evolved to reflect this change? This session will provoke your thinking about how to strategically find and develop new business. You will learn a systematic way to detect and monitor emerging issues that could have unexpected impacts on your clients' businesses.

*Scott Paczosa, Managing Director, Author, Selling Professional and Financial Services Handbook
Navigant Consulting*

3:00 PM Networking Break

3:15 PM Sales Teams 2.0

A lively discussion with three top sales professionals who will muse about the next level for the sales role in today's evolving firms. Wish your firm would at least consider the role? You'll hear top tips, trials and tribulations from top professional services sales executives.

*Moderator: Andrew Murray-Brown, Chief Business Development Officer
Ropes & Gray LLP*

*David Burkhardt, Client Service Director
Wyrick Robbins Yates & Ponton LLP*

*John Hurley, Chief Business Development Officer
DLA Piper*

*Kevin Kelly, Director of Business Development
Husch Blackwell LLP*

4:15 PM Best Practice Workshop - Improve the Efficacy of Your Business Development Training

According to the most recent market-wide study, over 80% of in-house legal marketers coach their lawyers on business development, but only 16% report any definitive ROI from these efforts. Law firms continue to face the challenge of how to translate coaching and training initiatives into measurable business outcomes. This interactive workshop will reveal actionable techniques that help you attribute metrics to your training and tie those metrics to tangible results.

*David Ackert, Founder
Practice Boomers*

4:45 PM Closing Remarks

5:00 PM Welcome Reception

RainDance Conference Agenda: June 5th ~ Day 2

8:00 AM Breakfast/Opening Remarks

8:30 AM Opening Keynote: **Becoming an Inspired Leader - The New Face of Process Improvement**

Do you want to inspire others? One of the most difficult challenges facing organizations today is to develop leaders who can inspire their teams to achieve (rather than directing them). This session will highlight the essential elements of an on-going Leadership Development Program that increases the ability to inspire teams. We will define the characteristics of Inspirational Leaders and complete an interactive exercise that highlights how leaders can work together to improve their leadership capabilities. You will leave this session inspired to clarify your vision for leadership and share your leadership challenges with a broader community.

Cheryl Jekiel, Principal
SeeWay Consulting

9:45 AM **Everything You've Wanted to Ask a Procurement Officer**

This open dialogue session is designed to give you an opportunity to ask questions of a Procurement Officer and engage in a thoughtful and honest discussion about how legal services are purchased. Are firms viewed as vendors or business partners? Come with your questions ready!

Holly Montalvo, Director, Legal Analytics - Law Firm Segment
TyMetrix

David Cambria, Esq. Global Director of Operations - Law, Compliance & Government Relations
Archer Daniels Midland Company

10:15 AM Networking Break

10:30 AM **The Emerging Role of Non-Lawyers**

The big change coming to the legal industry is the growing criticality of business professionals (aka "non-lawyers.") Yet, it is currently an area in which many otherwise sophisticated law firms fail miserably. Winning law firms in the future will attract (and will highly value) professionals across a range of professional disciplines. Will your firm be one of them? This session will address the breadth of critically important roles non-lawyers need to play in law firms going forward – and the integral role business development professionals can play in maximizing the value their diverse colleagues can play in driving competitive success.

John Sterling, Partner
Sterling Strategies, LLC

11:30 AM **The Technology Horizon**

Legal marketing, sales, service and the practice of law are being affected by the new technologies. What's on the horizon and what are the trends that we're seeing? Will the technologies completely change the way we work? Or are they just incremental improvements? What are the implications of the pace of technological change for legal industry marketing and business development professionals?

Adam Stock, Chief Marketing and Client Services Officer
Allen Matkins

12:00 PM Networking Luncheon

1:00 PM **What the GC is Thinking: At Least 30 Things You Should Know**

This fast-paced panel, moderated by a former GC, will be unlike any you have seen, featuring: direct one-word, one-sentence and one-minute answers to poignant questions about client concerns with legal service and sales; specific examples of sales or service techniques that have annoyed GCs **or** produced results; and insight into what clients value in terms of technology use, process improvement, service training, or other approaches to legal service and marketing.

Moderator: John Cunningham, Esq.
Former General Counsel, Freelance Writer, Editor and Communications/Marketing Consultant

Vicki Baue, Vice President & General Counsel, CCO & VP HR
Cosi, Inc.

Jason Brown, U.S. Vice President, General Counsel & Secretary
Dyson, Inc.

Thomas Sabatino, EVP, General Counsel & Corporate Secretary
Walgreen Co.

Lydia Wahlke, Assistant General Counsel
Chicago Cubs

2:15 PM **Best Practice Workshop - Is your Intelligence Framework Optimized?**

Today you need the insight and the tools to gain a thorough understanding of clients and you need the means to leverage that understanding into new business for your firm. Attendees will work collaboratively on real world Business Development priorities based on scenarios provided. From these scenarios, groups will work to prioritize their client profiles. This will be a fun and interactive way to illustrate how a good process and accurate data tools are important to support any intelligence framework.

Janet Bennett, National Manager, Monitor Suite
Thomson Reuters

Jillion Weisberg, Senior Business Development Executive
Thomson Reuters

2:45 PM 7th Inning Stretch

3:00 PM **What's Around the Corner? Mega Trends & You**

What are the shifts, changes and trends that will influence the way you, your firm and the industry will do business in the future? What is your vision of the "Next Normal" for law firms? This session promises thought-provoking considerations and a "call to action" exercise to get you started on tackling the changes that are likely to be necessary in your firm.

Susan Saltonstall Duncan, President
RainMaking Oasis, LLC

4:00 PM Overview of Pre-Conference Pricing Bootcamp & Wrap Up

4:30 PM Adjourn