

Complimentary Pre-Conference Session (Registration Required)

9:30 AM Think Tank: Building Your Firm's Success Using a BD Maturity Model

This high-level, creative and interactive Think Tank will discuss the "Maturity Model for Business Development" created by LexisNexis - the first of its kind in the legal industry. You will have an opportunity to roll-up your sleeves with your peers and determine where your firm is located along the spectrum model, how to move it forward, and the role of analytics in helping you along the journey. Walk away with best practices, insights and innovative strategies to advance your firm along the business development spectrum.

Space is limited to 40 attendees. Pre-registration is required.

Matt Thompson, Director, Client Success Team Program
LexisNexis Interaction

Toni Minick, Senior Product Manager
LexisNexis US

RainDance Conference Agenda: June 10th ~ Day 1

11:00 AM RainDance Conference Registration

11:30 AM Relationship-Building Lunch Sponsored by ClientSmart

12:30 PM Welcome and Opening Remarks

Rose Ors, Esq., CEO & Founder
ClientSmart

Conference Moderator: Craig Brown, Principal Consultant
LawVision Group

12:45 PM What Type of Leader do you Choose to Be? The Power of Choices

We make choices everyday. Sometimes a single choice determines a pathway in your life. Most of the time our choices are on a much smaller scale and it's harder to notice the impact they have on your life. Your choices represent your level of knowledge, your character and your willingness to learn. They reflect your personality and values; people judge the type of person you are based on the decisions you make. Ultimately your choices determine the type of person you will become. Outstanding leaders are ordinary people who move beyond what average organizations accomplish as a result of the choices they made. We all have the ability to do this, the choice is yours to make. Come hear this world-renowned speaker share his expertise.

Michael Bremer, Principal
The Cumberland Group

1:45 PM The "S" Word: Sales Team Panel

Sales. While some firms still hesitate before actually using the word, all agree focusing on driving revenue through an effective sales process is critical. And, as legal business development professionals, we are selling every day, both internally and externally. Join top sales and business development professionals from disparate sized firms as we discuss proven strategies for growing top line revenue, galvanizing lawyer support and increasing practice area efficiency. Whether mega-firm or boutique, when it comes to successful selling, size just doesn't matter.

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

Hans Haglund, Chief Business Development and Marketing Officer
Blank Rome LLP

Jonathan Mattson, Chief Marketing and Business Development Officer
Tucker Ellis LLP

Kerry Price, Chief Marketing and Business Development Officer
Bass Berry Sims

2:45 PM Networking Break

3:00 PM Client Teams: Lead or Get Out of the Way

We will launch this fast-paced presentation with your greatest challenges and you'll walk away with five tried and true ways to overcome them.

Silvia Coulter, Principal
LawVision Group

- 3:30 PM You and Your Firm: Closing the Gap**
 A great opportunity to hear the voice of law firms leaders and their views about you and your role. Are you stumbling or building? Bring the questions you've hesitate to ask.
Patrick Patterson, Member & Director of Business Development
Evans & Dixon LLC
- Jeffrey Sharp, Managing Partner*
Marshall, Gerstein & Borun LLP
- 4:30 PM Success Showcase--The Intersection Between Technology and Revenue**
 Come listen and learn how technology can impact sales and service success.
Moderator: Adam Stock, Chief Marketing & Client Services Officer
Allen Matkins
- David Ackert, President*
Practice Pipeline
- Kevin Colangelo, Vice President, Head of Strategic Accounts*
Bloomberg BNA
- Matt Parfitt, President*
Vuture US
- 5:00 PM The LSSO Sales and Service Awards Cocktail Reception Sponsored by Berbay Marketing & Public Relations**
Presenter: Sharon Berman, Principal, Berbay Marketing & Public Relations

RainDance Conference Agenda: June 11th ~ Day 2

- 8:00 AM Welcome Breakfast: Final Thoughts from Bill Flannery**
 Bill has been an iconic sales pillar in our industry. Come hear Bill's last public presentation with results from his newly released research coupled with ideas from decades of experience and a chance to win his new book!
William J. Flannery, Owner
WJF Institute
- 8:30 AM Will Consumers Lead the Next Wave of Legal Innovation?**
 Do you sell consumer or business law? Are you sure? The consumer mind set has hit the business world. With it comes new ways of looking at how we create, price, sell and deliver the legal work product. This entrepreneur/start up legal business expert will discuss how his company is at the fore front of innovation during this disruptive time in the legal industry.
Abe Gieger, Founder & CEO
Shake Inc.
- 9:15 AM Hunting Whales: The Opportunities, Perils and Trials of Selling Legal Services to Big Prospects**
 You will hear different strategies used in pursuing big matters with big clients and in navigating the complex and sometimes perilous process from idea generation to first pitch meeting to getting hired.
Christian Berger, Director, Strategic Business Initiatives
Squire Patton Boggs LLP
- 9:45 AM Networking Break and Raffle**
- 10:00 AM Start Today: 10 Things You Can Do To Impact Revenue**
Kerry Barrett, President
Accretive Solutions
- 10:30 AM Building Effective Client Teams: How Does the Big Four Do It?**
 Focusing on client segmentation and working with the right client team is a game change strategy for profitable and sustainable account growth. You will learn key activities as well as best practices that will help you to put your account plan into action.
Alexandra Monteiro, Business Development Senior Manager
Barbosa, Müssnich & Aragão, Brazil
- 11:30 AM Best Practice Workshop**
Brad Messerich, Business Development Specialist
Thomson Reuters
- Jillion Weisberg, Senior Business Development Specialist*
Thomson Reuters
- 12:00 PM Networking Lunch Challenge**
 Meet three new people and be eligible to win an Amazon gift certificate!

1:00 PM Rapid Fire GC Panel: A RainDance Original

Back by popular demand, 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.

Fred Stein, SVP & General Counsel

Redbox

Lydia Wahlke, Vice President, General Counsel

Chicago Cubs

2:15 PM The Intersection of PD & BD: Charting the Path. Working Together. Delivering Results.

Come and hear from two experts on how they have combined forces in their firms to align efforts across their PD and BD disciplines. With the benefit of some storytelling, tactic sharing and group discussion in this session, you will be better 'enabled' to build your own platform with a joint PD/BD approach. You will learn what messages your attorney clients want to hear from you, how to forge relationships between the PD and BD groups, and how to package the work each does to meet the needs of your attorney clients.

Karen Bell, Senior Director, Professional and Client Education

McCarthy Tetrault

Anne Heathcock, Managing Director

Winston & Strawn LLP

3:15 PM Think Tank Review: Building Your Firm's Success Using a BD Maturity Model

Hear about the pre-conference Think Tank and the "Maturity Model for Business Development" created by LexisNexis - the first of its kind in the legal industry.

Matt Thompson, Director, Client Success Team Program

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Toni Minick, Senior Product Manager

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3:45 PM Are You Feeling Lucky? RainDance Raffle

4:00 PM RainDance Wrap Up

4:10 PM Adjourn