

Complimentary Pre-Conference Session (Registration Required) June 5 ~ Day 1

9:00 AM - 9:45 AM **Pre-Conference Registration and Breakfast**

9:45 AM - 11:15 AM **There's Something Lurking in the Shadows: The Growing Disruption in the Legal Market and the Business Development Opportunities**

We all know the proverb, "what you don't know, can't hurt you"...if that were only true. For over a decade, there has been a sub segment of legal service providers that have been quietly growing and diversifying to find themselves at the table of legal market giants. All the while, their effect on the law firm financial experience has been evident, as many have yet to fully explore and understand the force they hold. Through the analysis of Peer Monitor, you will see the macro financial trends of the legal industry through the eyes of firms and how both buy-side and sell-side alike are approaching this market of legal disrupters. You will learn the financial performance of 200 firms through Q1'19, and hear from industry experts as they aim to answer the question around alternative providers: friend or foe?

***Brent Turner**, Manager – Sales & Client Management, PEER MONITOR, Thomson Reuters*

***Nicole Auerbach**, Founding Partner, Valorem Law Group & ElevateNext Law*

***Tom Finke**, Chief Client Development and Marketing Officer, Bartlit Beck LLP*

***Keith Maziarek**, Director of Pricing and Legal Project Management, Katten Muchin Rosenman LLP*

RainDance Conference Agenda: June 5 ~ Day 1

11:00 AM - 11:30 AM **RainDance Conference Registration**

11:30 AM - 11:45 AM **Welcome and Opening Remarks**

Conference Co-Chairs:

***Stephanie Hinrichs**, Director of Client Service, Womble Bond Dickinson*

***Neel Lilani**, Managing Director, Orrick*

11:45 AM - 1:00 PM **Demystifying Sales & Service Roles in Law Firms Today - Luncheon**

Inquiring minds want to know what sales professionals really do in their law firms. In this Fishbowl Dialogue you'll hear how law firm professionals are carving out sales roles in their firms, building sales teams, and changing how law firms approach sales and service. We'll also teach you this dynamic approach to facilitating conference sessions.

Moderator:

***Beth Marie Cuzzone**, Chief Business Growth Officer, Goulston & Storrs, P.C.; and Co-Founder LSSO*

Panelists:

***David Bowerman**, Director of Client Development, K&L Gates LLP*

***Hans Haglund**, Chief Commercial Officer, Eversheds Sutherland*

***Stephanie Hinrichs**, Director of Client Service, Womble Bond Dickinson*

***Neel Lilani**, Managing Director, Orrick*

1:10 PM - 3:00 PM **Mansfield Rule Business Development Mini-Hackathon**

Get ready to ideate! The Diversity Lab will lead us in a "Mini-Hackathon" using the principles of the Mansfield Rule Certification to generate creative ideas that boost diversity and inclusion in business development. Team up with your peers to strategize in this facilitated, creative "competition." You will have the opportunity to take the winning ideas (and all of the ideas!) back to your organization to boost diversity.

***Lisa Kirby**, Chief Intelligence & Knowledge Sharing Officer, Diversity Lab*

3:00 PM - 3:20 PM **Networking Break**

3:20 PM - 4:30 PM Rapid Fire Client Panel: A RainDance Original

Back by popular demand, this fast-paced panel 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:

Julianne M. Hartzell, Partner and Chair, Medical Devices, Marshall Gerstein

Panelists:

Christine M. Castellano, former Senior Vice President, General Counsel, Corporate Secretary and Chief Compliance Officer, Ingredion Incorporated

Dennis Garcia, Assistant General Counsel, Microsoft

Steven S. Heinrichs, Chief Legal and Compliance Officer – Executive Vice President, General Counsel and Secretary, Mueller Water Products

Edward T. Paulis III, Vice President and Senior Assistant Counsel, Zurich North America

4:30 PM - 5:30 PM Sales & Service Awards Presentation and Q&A with the Award Winners

The Sales & Service Awards salute the efforts and results from individuals/teams who have helped their firm drive revenue. You'll have the chance to ask the winners about their initiatives in this question and answer panel.

Sales Executive of the Year

Sales & Service Team of the Year

Presented by:

John Hellerman, President, Hellerman Communications

5:30 PM - 6:30 PM Cocktail Networking Reception

RainDance Conference Agenda: June 6 ~ Day 2

7:30 AM - 8:30 AM Breakfast & Networking

8:00 AM - 8:30 AM Dashboard Dash

For early birds, come join us for breakfast and see how law firms are presenting dashboard metrics with clients to demonstrate value, provide service, negotiate fees, and drive new revenue.

Hans Haglund, Chief Commercial Officer, Eversheds Sutherland LLP

Adam Stock, Chief Information Officer, Allen Matkins

8:30 AM - 8:45 AM Day 2 Welcome

Kimberly Rice, President/Chief Strategist, KLA Marketing Associates

8:45 AM - 9:45 AM Climb to New Heights: Overcome Challenges and Go For It!

This New York Times best-selling author will share how to cultivate resilience so your team can overcome adversity and recover from setbacks. Jim's keynote will show you how to spark resilient teamwork, amplify resilient leadership, and reach high goals. Jim shares gripping adventures from summiting Mount Everest, surviving earthquakes, and escaping to save his own life (a never-been done before feat) alone from within an 80-foot deep glacial crevasse at Mount Ranier. Jim will sign books after his keynote.

Jim Davidson, Ph.D., Resilience Expert, Speaking of Adventure Co.

9:45 AM - 10:15 AM Networking Break

10:15 AM - 11:15 AM Beyond Engagement to a Happy Marriage: Attorneys and BD

Let's face it. Legal marketing has its challenges. Like an arranged marriage, law firm marketers and business developers don't always get to choose their partners, but they do get to influence how well the relationship develops over time.

A 2018 report by the LMA and Bloomberg Law on trends in legal marketing and business development revealed that legal marketers enjoy better relationships with attorneys when they build credibility and trust, provide invaluable insights, and understand attorneys and their needs.

This interactive session will help you achieve all three.

We'll unpack how to get attorneys more excited about BD, share real examples of what's working inside a large global law firm, and provide you with practical ideas for how to keep the relationship on track and growing.

Andrew Hutchinson, PGL of Marketing, Intapp

Jill Warren, Global Director of Marketing and Business Development, Bird & Bird

11:15 AM - 12:00 PM Sales Mastery Series – Disrupt Your Go To Market Sales Strategy

Known for creating disruptive strategies during his 20+ years at IBM, Edwin will disrupt our thinking about collaborating with referral sources. Together we'll find channel partnership opportunities and develop new referral ecosystems.

Edwin Smith, Vice President, Strategic Relationships, GIACT Company

12:00 PM - 1:15 PM Networking Luncheon

1:15 PM - 2:15 PM Are We There Yet? A Look into How Law Firms Are Closing the Client Experience Gap of the Big Four and Adopting Big Business Service Strategies

With recent legal industry articles titled: "Big Four vs. Big Law: The Race to Change Legal Services Delivery" and "It May Be Time For Big Law to Fear the Big Four," it's not surprising that law firms are more focused than ever before on enhancing client experience. For many years, legal has had to play catch-up to the Big Four. So, have we finally closed the gap that was once a chasm? What can Law Firms learn from Fortune 500 service strategies to narrow the divide even further? This interactive session will delve into how legal compares to other industries in managing the client experience, and how you can adapt innovative client service strategies within your own firm.

Morten Bruhn, Director of Market Development Leader, KPMG

JeanMarie Campbell, Managing Director-Clients, Orrick

Jennifer Carro, Director of Client Experience & Business Strategy, Buckingham, Doolittle & Burroughs, LLC

Rich Colasante, US National Healthcare & Life Sciences Director Midwest, Microsoft

Angela Lupardus, Regional Business Development, Littler

2:15 PM - 2:45 PM Women Lawyers Rainmaker Survey Results

The first Women Lawyers Rainmaking Survey was conducted in 2003. At that time, it was one of the only surveys collecting data on women lawyers' business development efforts and successes. The Women Rainmaking Survey now serves as a leading resource for law firms and attorneys. We will unveil the key findings and benchmarking data at the RainDance Conference.

Silvia Coulter, Principal, LawVision Group; and Co-Founder, LSSO

Catherine Alman MacDonagh, JD, CEO and Founder, Legal Lean Sigma Institute LLC; and Co-Founder, LSSO

2:45 PM - 3:00 PM RainDance Wrap Up