LSSO℠ Legal Sales and Service Organization Inc.

RainDance GLOBAL SALES SUMMIT 2022 | JUNE 8 - 9, 2022 BOSTON

In-Person @ Boston College Club | 100 Federal Street

DAY ONE: WEDNESDAY, JUNE 8

8:15 – 9 AM	**Pre-Conference Registration and Breakfast**
COMPLIMENTARY PRE-CONFERENCE SESSION	
9 – 11 AM	**Think Tank - Laterals 3.0: A Return on Your Investment** During this pre-conference workshop, you will learn a compelling business case to bring back to your firm to launch or augment a lateral integration initiative. The workshop will turn to attendees working in small groups to explore and share best practices of onboarding, integration, and the tracking of proof points on your firm's lateral investments during the first 2 years. ***Presenters:*** **Beth Cuzzone**, Global Practice Group Lead, Marketing & Business Development Solutions, Intapp **Christopher Raymond**, Practice Group Lead, Marketing & Business Development Solutions, Intapp **Christopher Whitmore**, Practice Group Lead, Marketing & Business Development Solutions, Intapp **Catherine Alman MacDonagh**, CEO and Founder, Legal Lean Sigma Institute ***Presentations:*** LSSO_2022RD_Workshop_Lateral Hiring_Intapp LSSO_2022RD_Onboarding_LLS ***Sponsored by*** intapp
2022 RAINDANCE CONFERENCE SCHEDULE	
11 AM – Noon	**Registration, Sponsor Networking & Lunch is Served!**
Noon – 1 PM	**Working Lunch: Coaching Enablement Program - "Building Coaching Programs at Scale"** A consistent challenge faced by law firms is how to coach partners at scale. Even if your 3–6-month coaching engagement helped a handful of partners bring in a million dollars in new revenue, the majority of partners still might not even be aware you were around. It would take decades to cycle through all the partners using direct coaching alone, and that is why most coaching programs fail. It never reaches takeoff speed. A successful program must also provide sales training to all partners, work with teams to win targeted engagements, migrate books of business for lateral partners, and develop more internal coaches. In addition, the use of technology is a critical catalyst for coaching to become scalable, track key metrics, and create exponential wins. This session will address how internal and external coaches need to think BIG by building tools and mechanisms that will continuously accelerate the coaching flywheel. ***Presenter:*** **Darryl Cross**, U.S. Executive Sales Coach, Norton Rose Fulbright ***Sponsored by*** Mind Alliance COLLABORATIVE INTELLIGENCE

Day One Continued…

1 – 1:15 PM	**Sales/Service Inspiring Moment** ***Presenter:*** **Ben Chiriboga**, Global Head of Growth, Nexl ***Presentation:*** LSSO_2022RD_RevOps_Nexl
1:15 - 2:15 PM	**Keynote Speaker: Three Keys to Strategic Leadership** Tremendous change in recent years, accelerated in particular by the social unrest of 2020 and the disruption brought about by COVID -- are ushering in a new kind of leader. For law firm sales, marketing, and business development executives, this is a critical issue to understand as your leadership skills are essential for influencing today's increasingly sophisticated legal services buyer. Your challenge is heightened because recent surveys show a lack of confidence in marketing and business development leaders' ability to drive strategic outcomes. *It is clear that the rules for leading today are complex.* Let's bring clarity to this by breaking down the three keys to strategic leadership. This keynote will look at lessons learned from current leaders (such as President Zelenskyy, Facebook CEO Mark Zuckerberg, and Chase CEO Jamie Dimon) to identify leadership techniques you can deploy right now. ***Presenter:*** **Nicky McHugh**, Senior Vice President, The RepTrak Company ***Presentation:*** LSSO_2022RD_3KeystoStrategicLeadership_Reptrak
2:15 – 2:30 PM	**Sales/Service Inspiring Moment** ***Presenter & Sponsor:*** **Ben Chiriboga**, Global Head of Growth, Nexl
2:30 – 2:45 PM	**Networking Break**
2:45 - 3:30 PM	**Sales & Client Scorecards and Dashboards** Too many law firm professionals spend hours drowning in data that doesn't deliver much value to them or the firm. How do you separate the insights from the noise? How can you use the data to set goals and forecast the impact of your team? Join us for a conversation on how to harness the data points that empower you, your teams, and your attorneys. ***Presenters:*** **Kelly Harbour**, Chief Business Development Officer, Goulston & Storrs PC **Andy Schafer**, Senior Business Development Officer, McDermott Will & Emery
3:30 – 3:45 PM	**Networking Break**

Day One Continued…

3:45 - 4:30 PM	**Transforming Your Business Development Department to a Sales Engine** In the law firm environment, sales and sales support can take on various forms ranging from low-complexity to high-complexity. The most successful strategies integrate a variety of practices ranging from good-to-better-to-best. Hear more about specific examples on how professionals can go from supporting the basics to positioning for differentiation and sustainable growth. With an underlying theme of remaining authentic to your firm's brand and value proposition, Sarah will talk through ways she's worked to create a culture of business development, backed by consistent, strategic habits to connect with clients and provide them with the value and insights needed in today's evolving marketplace. ***Presenter:*** **Sarah Keefe**, Partner, Womble Bond Dickinson ***Presentation:*** LSSO_2022RD_BD-SalesEng_WBD
4:30 - 5: 30 PM	**Retaining and Growing Clients: An RSM Strategic Client Account Case Study** This session will offer a real-life success example related to: ▪ Why strategic accounts must be a major piece of the firm's strategy ▪ Silo busting ▪ Metrics to measure and report to the partners ▪ The clients' participation in the strategy ***Presenters:*** **Christopher MacKenzie**, Market Leader, RSM US LLP **Jamie Harris**, Director, Business Development, RSM US LLP ***Presentation:*** LSSO_2022RD_PowerofBeingUnderstood_RSM
5:30 - 6:30 PM	**Cocktail Reception** ***Hosted by:*** intapp PIPELINEPLUS POWERED BY ACKERT nexl Mind Alliance COLLABORATIVE INTELLIGENCE acuigen inspiring client insight LawVision Creating Competitive Advantage LEGAL LEAN SIGMA® INSTITUTE THE NATIONAL LAW REVIEW

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DAY TWO: THURSDAY, JUNE 9

8:30 – 9:15 AM	**Breakfast, Networking & Sponsor Fair**
9:15 – 10:15 AM	**Keynote Speaker | The Science of Sales** In a competitive market, particularly where it is difficult for clients to differentiate between services offered by various law firms, being successful is about building powerful relationships that deliver tangible results. Even with the best product/service pitched with a correct price – people still buy people. With the opportunities going to the person that is liked and trusted the most, there is a clear competitive edge to being the best at building high performance client-focused relationships. This session looks at all the aspects that are vital for building and inspiring powerful relations. It focuses on practical ways to ensure you and your personal brand are liked and trusted more than your competitors. Thereafter it looks in depth at effective ways to influence and persuade – all set within an empathetic environment to stimulate long-term relationships. It draws on the experience of Boundaries Edge, a company with staff from backgrounds in the British Intelligence Services (MI6), HM Diplomatic Service, business neurology and psychology and Fortune 500 companies. As they will explain, the ability to form powerful and influential relationships within special operations is fundamentally the same as operating within the corporate world. ***Presenter:*** **Graham Cox,** Director-Learning and Development, Boundaries-Edge.com ***Presentation:*** LSSO_2022RD_BE_CompEdgeSummary
10:15 – 10:45 AM	**Networking Break**
10:45 – 11 AM	**Sales/Service Inspiring Moment** nexl ***Presenter:*** **Ben Chiriboga**, Global Head of Growth, Nexl
11 – 11:45 AM	**Client Account Management - Keeping & Growing the Clients You Land: Strategic Insights** When we think of LSSO, we tend to focus on the first "S": Sales. But it's that second "S" — "Service" — where we're seeing savvy firms make particular investment in recent years. During this interactive discussion, we'll hear from business development professionals leading client service and account management strategies in their firms – how they identify the most strategic clients, how their firms are aligning their investments and offerings with clients' key priorities, and what they have done to develop an infrastructure, including staffing and technology, to ensure account management best practices are being implemented across the firm. ***Presenters:*** **Andy Peterson**, Co-Founder, Design Build Legal **Kate White**, Client Relations Program Director, Orrick Herrington & Sutcliffe **Julie Henson**, Chief Client Officer, Taft Stettinius & Hollister **Amber Bollman**, Director of Client Service Initiatives, Barnes & Thornburg

Day Two Continued…

11:45 AM – Noon	**Networking…& Lunch is Served!**
Noon – 1 PM	**Working Lunch** **Interactive Sales Fishbowl: Implementing Business Development Systems** In this interactive fishbowl session, David will facilitate an exploration of the need for systems to drive 'non-essential' functions like business development. What protocols are in place at law firms to ensure that business development is approached in a consistent, meaningful manner? Is BD training systematized across demographics or treated in an ad-hoc fashion? And what systems are in place to ensure that BD pipelines are identified, tracked, and pursued? ***Presenter & Sponsor:*** **David Ackert,** Founder & CEO, Ackert | PipelinePlus
1 – 2 PM	**Rapid Fire: In-House Counsel and C-Level Buyers** ***Presenters:*** **Harris Berenson**, Vice President and Corporate Counsel, The Hanover Insurance Group **Kathy Cloherty Henry**, General Counsel, Eastern Bank **Dan Weintraub**, Managing Director, Chief Administrative and Legal Officer, Audax Group ***Moderated & Sponsored by:*** **Derek Jones**, Chief Executive Officer, Acuigen
2 – 3 PM	**Practice Innovation -- Changing the Way Legal Services are Sold and Delivered** Attend this session to hear how a unique team created a data-driven practice that combines great lawyering with technology and design to enhance the delivery of legal services – and all within a global AMLaw 10 law firm. Data has changed the corporate world and is changing the legal profession. Although a challenge, the proliferation of data presents an opportunity; an opportunity to reveal new insights and change the way legal services are delivered. Discover how Morgan Lewis's eData Practice team leverages a deep bench of technologists, engineers, data scientists, and process designers and technology to take full advantage of data to serve its clients while continuing to practice law and remain a trusted advisor. This group and its leaders were pioneers when the firm established a dedicated "data practice" in 2004 and has been innovating the practice and delivering thought leadership ever since. Their approach is different – and has garnered awards from all over the world. They seamlessly combine legal, technical, and process know-how of people with the right process and technology to sell and deliver services in novel ways. ***Presenters:*** **Scott A. Milner**, Partner, Morgan, Lewis & Bockius LLP **Catherine Alman MacDonagh**, CEO and Founder, Legal Lean Sigma Institute
3 – 3:30 PM	**Conference Wrap Up**