

## Complimentary Pre-Conference Session (Registration Required) May 9<sup>th</sup> ~ Day 1

- 9:30 AM - 10:00 AM** Pre-Conference Registration and Breakfast
- 10:00 AM - 12:00 PM** **Pre-Conference Workshop - Skating to where the puck will be: Finding growth in a flat market**  
Do you want to stay ahead of the curve when it comes to firm growth? One of the most difficult challenges facing firms today is finding the insights and tools to help them find growth in a competitive and challenging market. This session will highlight the fundamental elements of finding growth in a flat market. Discussions will revolve around determining the future of the market, leveraging tools and processes for cross-selling and measuring successes, and finding, in the end, your puck to score the big goal.
- Brent Turner, Manager, Peer Monitor**  
Thomson Reuters*
- Brad Messerich, Regional Sales Manager, Northeast**  
Thomson Reuters*
- Michael Blachly, Director of Marketing & Business Development**  
Gray Reed & McGraw*
- Jessica Hoffmann, Managing Director and Chief Operating Officer**  
Strasburger*
- Grant Keyes, Competitive Intelligence Manager**  
Haynes and Boone, LLP*
- Kacey Rojas, Senior Business Development Manager**  
Vinson & Elkins LLP*

## RainDance Conference Agenda: May 9<sup>th</sup> ~ Day 1

- 11:00 AM - 12:00 PM** RainDance Conference Registration
- 12:00 PM** Get To Know You Lunch
- 12:45 PM - 1:00 PM** **Welcome and Opening Remarks - Bloomberg Law, RainDance Conference Emcee and Host**  
***Emcee: Stephen Crossman, Director of Sales, Western Region**  
Bloomberg Law*
- 1:00 PM - 2:00 PM** **Are We Distinctive? Creating Compelling Experiences to Win More Business**  
Firms that tend to win in competitive bid situations have that special something that separates them from the pack. Something that gives them the edge when the playing field is seemingly level. It's elusive – even a bit mysterious. However, clients know it when they see it and will pay more to have it. The firm that finds it is the one that wins – time and time again. Rick and his team have studied hundreds of pursuits – both wins and losses – to help firms better understand what it takes to win from the perspective of their clients and prospects. This highly-engaging and interactive presentation will have you tweaking your next pursuit strategy.
- Rick Davis, Senior Director**  
RSM*
- 2:00 PM - 2:15 PM** Networking Break

- 2:15 PM - 2:40 PM**      **Using the Voice of the Client to Feed Predictions of Client Growth or Jeopardy in Firms**  
There are many ways to gather client feedback. How do you get the buy-in from attorneys to move forward and collect the data in the first place, and what do you do with it once it's been collected? Across Europe and the U.S. many law firms are systematizing the collection and utilization of client feedback and providing their lawyers and management teams with a continuous stream of client opinion. What are the implications for lawyers and management teams who have access to this information, and what happens as client feedback becomes part of 'business as normal?' Big data is in the news – what happens when client feedback is merged with it? Successfully tying all data including client feedback data together to help support the growth strategy of the firm will help firms to achieve a successful future. How will the role of the CBDO and other C-level leaders change to include this necessary skill set?  
*Derek Jones, CEO*  
*Acuigen*
- 2:40 PM      3:40 PM**      **The Science of Creating Great Sales Presentations - A Hands-On Workshop**  
As sales people, we are expected to be persuasive and leaving behind persuasive materials to sell our ideas after we have left is an important element of complex sales. This lively, hands-on workshop covers the fundamentals of creating great, easy to comprehend presentations. The materials draws on the most current information from:  
  - Cognitive science and educational
  - User experience design
  - Industry best practicesThe presentation will cover:  
  - How to strip your slides of "chart junk" and reduce "cognitive load"
  - How to have your visuals reinforce what you are saying
  - How to create presentations that can be left behind to sell when you aren't there
  - How to use the right charts and imagesThe session includes a makeover of audience submitted PowerPoint designs as well as hands-on exercises.  
*Adam L. Stock, Chief Marketing and Client Services Officer*  
*Allen Matkins Leck Gamble Mallory & Natsis LLP*
- 3:40 PM      4:00 PM**      **Case Study**
- 4:00 PM      4:45 PM**      **An Insider's View: Strategy Survey of Law Firm Marketing and Business Development**  
LexisNexis recently conducted an in-depth survey of law firms to gain a better understanding of the nature, function and strategy of the firms' marketing and business development organizations. In this presentation, Toni Minick, Director of Product Management for InterAction and Beth Cuzzone, Director of Client Service & Business Development for Goulston & Storrs, will reveal the survey's key findings. They'll share insights into the current state of law firm marketing and business

development and discuss some of the survey's most important discoveries. If you've ever wondered how your firm's marketing and business development activities compare to those of your peers, you won't want to miss this enlightening presentation.

***Toni Minick, Director of Product Management***

*LexisNexis*

***Beth M. Cuzzone, LSSO Co-Founder, Director of Client Service & Business Development***

*Goulston & Storrs, P.C.*

**4:45 PM      5:00 PM      The LSSO Sales and Service Awards Presentation**

***Darryl Cross, Chief Performance Officer***

*HighPer Teams*

**5:00 PM - 6:30 PM      It's 5:00 Somewhere Cocktail Reception**

## RainDance Conference Agenda: May 10th ~ Day 2

**7:00 AM - 8:00 AM      Breakfast & Networking**

**8:00 AM - 8:15 AM      Day 1 Recap and Highlights**

***Emcee: Stephen Crossman, Director of Sales, Western Region***

*Bloomberg Law*

**8:15 AM      9:00 AM      The Present and the Future of Legal Technology and its Impact on Client Acquisition and Retention**

Technology, innovation and the changing market for legal services is impacting how law firms acquire and retain clients and how law firms remain profitable and competitive. Professor Gabriel Teninbaum will explore the legal innovation landscape and changes on the way. Hear how large and small law firms are incorporating technology, responding to client demands and feedback, and how AI and other technologies and trends continue to impact the competitive legal landscape.

***Gabriel Teninbaum, Professor of Legal Writing; Director of the Institute of Law Practice Technology & Innovation, Director of Law Practice Technology Concentration***

*Suffolk University Law School*

**9:00 AM - 10:00 AM      Pricing for Client Value - A Hands-On Workshop**

Despite the emergence of legal pricing experts and financial analysts who regularly develop creative fee arrangements, many firms still rely heavily on their business development & marketing professionals to either interface with these resources or independently execute pricing tasks. During this workshop, participants will take an interactive walk through the fundamental stages of a pricing exercise – one that is reminiscent of the traditional RFP response process. The session will address key questions, variables, data requirements, and considerations pertinent to establishing a sound fee agreement. The concept of “client value” will also be tackled through discussion of the latest trends in alternative pricing.

***Steven R. Petrie, Chief Strategy Officer***

*Faegre Baker Daniels LLP*

**10:00 AM - 10:20 AM      Networking Break**

- 10:20 AM - 11:30 AM 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: John Cunningham, Esq. Freelance Writer, Editor & Consultant**  
**Audrey Rubin, JD, Vice President, C.O.O.**  
*AonGlobal Law*  
**Telisa Webb Schelin, CLO, Executive Vice President and Secretary**  
*TIER REIT, Inc.*  
**David Wheeler, Vice President and General Counsel**  
*BBA Aviation's Aftermarket Services*  
**Allen Walker, Executive Vice President and General Counsel**  
*Heritage Health Solutions, LP*
- 11:35 AM - 12:35 PM Anatomy of a Legal WorkOut™ - Using PI and PM for the Win-Win**  
The legal profession's use of process improvement and project management to improve efficiency and innovate has increased. However, most organizations focus on their own internal legal and business processes and do not build sustainable programs. This session unveils the results of a new approach to employing process improvement and project management in collaboration by a legal department and their outside counsel. Aon and the company's preferred providers are the first to pilot the Legal Lean Sigma Institute's Legal WorkOut, and the results are presented in a case study of Aon's Strategic Improvement Project. The dramatic improvements garnered recognition for the law department in the form of an ACC Value Champion award in 2016.
- Attendees will learn about how Lean, Six Sigma and other methodologies were combined with project management to create the Legal WorkOut structure and tool kit that allows law firms and legal departments to collaborate and deliver greater value to both organizations. This case study will cover who was involved, why Aon, Foley & Lardner, and Sidley Austin chose this approach, and what happened with the initiative.
- Catherine Alman MacDonagh, JD, CEO and Founder**  
*Legal Lean Sigma Institute LLC*  
**Audrey Rubin, JD, Vice President, C.O.O.**  
*AonGlobal Law*
- 12:35 PM - 1:30 PM Lunch**
- 1:30 PM - 1:50 PM Case Study**
- 1:50 PM - 2:20 PM Moving From Reactive to Proactive: Managing The Cultural Tension of Legal Sales**  
From simply hanging a shingle in the earliest days, to much of what firms invest in today, the development of a legal practice has deep roots in a *wait-for-the-market-to-come-to-us* approach...and being prepared to **react** when opportunities walk through the door. On the other end of the spectrum is an approach that is intentionally **proactive**, designed to get face-to-face with the buyer. For many firms the idea of investing in proactive efforts still poses a cultural challenge. This session explores a practical approach to this tension that results in an increasingly strategic and proactive investment of resources.
- Eric Fletcher, Chief Business Development & Marketing Officer**  
*Liskow & Lewis*

- 2:20 PM - 3:20 PM**      **Using Technology and Data to Close Deals and Improve Client Service**  
Using technology and data successfully to build your firm's business is critical to modern law firm business development departments. Attorneys need to manage client accounts in more sophisticated ways and be become better at client service. Clients and prospects are increasingly asking for past experience and budgets to award business.
- This session will cover new technologies and/or exciting new releases of familiar technologies that that are helping law firms do a better job of pitching business, closing business and providing better client service. We'll cover what the problems the technologies are solving, and we'll hear from law firm business development leaders on how they are being successful with the technologies.
- Moderator: Paul Grabowski, Chief Marketing Officer***  
*BRACEWELL LLP*
- David Ackert, President, Ackert Inc. Practice Pipeline***  
*Katherine M. Miletich, Director of Marketing*  
*VedderPrice*
- Todd Miller, CEO, gwabbit***
- Mark Medice, Senior Director, Product Marketing for New Initiatives,***  
*Intapp*
- Katy von Treskow, Director of Marketing Communications***  
*Winston & Strawn LLP*
- Helen Rizzo, Marketing Technology Administrator***  
*Allen Matkins*
- 3:20 PM - 3:30 PM**      **Break**
- 3:30 PM - 4:15 PM**      **LSSO Coaching Certification Program**  
***Silvia Coulter, LSSO Co-Founder, Principal***  
*LawVision Group*  
***Craig Brown, Consultant***  
*LawVision Group*
- 4:15 PM - 4:30 PM**      **RainDance Wrap Up**  
***Emcee: Stephen Crossman, Director of Sales, Western Region***  
*Bloomberg Law*
- 4:30 PM**                      **Start Planning RainDance 2018 – June 6 & 7, 2018**