



# 2018 LMA NE CONFERENCE

BOSTON, MA

10/25–26

2018

#LMANE18

## PRE-CONFERENCE 10/25

12:00–12:30pm

### Pre-Conference Registration and Boxed Lunch

Networking – Abigail Adams Foyer – 2nd Floor

12:30–1:30pm

### Amplifying Your i-Q (Innovation Quotient)

Michael Brenner, *President*, Right Chord Leadership  
Business Development – Abigail Adams Salon A – 2nd Floor

### Beyond Branding: Integrating Social Engagement for Lead Generation and Business Development

Jennifer Simpson Carr, *Senior Business Development Manager*, Lowenstein Sandler LLP  
Ryan King, *Director of Communications*, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.  
Future Leaders – Abigail Adams Salon B – 2nd Floor

### How to Develop and Deliver Content That Drives Clients Wild

Katie Desmond, *Partner, Chief Business Development Officer*, Imarc  
Robert Mohns, *Lead Strategist*, Imarc  
Janice Hayes, *Firm Administrator*, Sugarman and Sugarman, P.C.  
Communications – Abigail Adams Salon C – 2nd Floor

1:30–2:30pm

### Messaging is a Verb: Find the Villain, Be the Hero and Tell Your Business Story

Greg Stone, *President*, Stone Communications  
Future Leaders – Abigail Adams Salon A – 2nd Floor

### Proposals, Pitchbooks & Presentations: Bringing Order to Chaos and Avoiding Mistakes

Tim Dubes, *CMO*, Pitchly  
Maureen Flanagan, *Director of Marketing and Business Development*, Day Pitney LLP  
Business Development – Abigail Adams Salon B – 2nd Floor

### Podcast Savvy

Susan Peters, *President*, Greybridge PR  
Michael Meyer, *Owner*, Picture More Business  
Robert Ambrogi, *Esq., Lawyer and Journalist*  
Angela Robinson, *Marketing Communications Manager*, Finnegan  
Communications – Abigail Adams Salon C – 2nd Floor

2:30–3:00pm | Afternoon Break | Networking – Abigail Adams Foyer – 2nd Floor

SESSION | 1

SESSION | 2

3:00–4:00pm

SESSION | 3

**Design Thinking Strategy: How Lawyers With Empathy Can Strengthen and Expand Client Relationships**

Mark E. Young, *Counsel*, Vox Actio LLC  
Alexander C. Gavis, *SVP and Deputy General Counsel*, FMR LLC  
Future Leaders – Abigail Adams Salon C – 2nd Floor

**How to Spearhead Key Marketing Initiatives and Provide Proactive Marketing Support – Regardless of Your Firm’s Size and Bottom Line Budget**

Shannon Duffy, *Senior Business Development Manager*, Saul Ewing Arnstein & Lehr LLP  
Alexis Madden, *Marketing & BD Manager*, Conrad O’Brien  
Business Development – Abigail Adams Salon B – 2nd Floor

**Rankings & Recognitions 101: The Good, Bad & Ugly**

Kym Liebler, *Manager, Directories & Recognitions*, Morgan, Lewis & Bockius LLP  
Communications – Abigail Adams Salon A – 2nd Floor

4:00–5:00pm

SESSION | 4

**Become a Professional Speaker**

Adrian Dayton, *Founder and CEO*, Clearview Social  
Future Leaders – Abigail Adams Salon A – 2nd Floor

**Differentiating Your Attorneys**

Michael Mellor, *Director of Marketing and Business Development*, Pryor Cashman LLP  
Greg Fleischmann, *Chief Marketing Officer*, Lowenstein Sandler LLP  
Michelle Murray, *Chief Marketing Officer*, Cahill, Gordon & Reindel LLP  
Business Development – Abigail Adams Salon C – 2nd Floor

**How to Produce a Social Media Video Campaign Using Your Smart Phone**

Christina Hammond, *Director of Business Development*, Producify  
Joe Hammond, *CEO and Co-founder*, Producify  
Communications – Abigail Adams Salon B – 2nd Floor

5:00–6:00pm | **First Timers Reception** | Networking – Abigail Adams Foyer – 2nd Floor

6:00–8:00pm | **Conference Opening Reception** | Networking – Abigail Adams Foyer and Ballroom – 2nd Floor





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## FULL-DAY 10/26

7:30–8:30am

### Registration, Continental Breakfast, and Attendee Networking with Exhibitors

Networking – Rose Kennedy Foyer / Exhibit Areas – 3rd Floor

8:30–8:35am

### Welcome Remarks

April Colby, *Conference Co-chair*, Ballard Spahr  
Claire Thompson, *Conference Co-chair*, Choate, Hall & Stewart  
General Conference – Rose Kennedy Ballroom – 3rd Floor

8:35–9:25am

### Keynote Address: Why Things Catch On

Jonah Berger, *Professor*, Wharton School at the University of Pennsylvania  
General Conference – Rose Kennedy Ballroom – 3rd Floor

9:35–10:20am

### Case Study: Legal Product Development & Marketing

Helena M. Lawrence, *Senior Marketing & Business Development Manager*,  
Orrick, Herrington & Sutcliffe LLP  
Business Development – Wheeler – 2nd Floor

### Ivy League, Well-Connected, Dazzling Lateral Partner Candidate? We need to talk...

Michael Ellenhorn, *Co-Founder and General Counsel*, Decipher  
Niki Kopsidas, *Director of Lateral Partner Recruitment and Integration*, Hogan Lovells  
Jonathan Kurens, *Senior Vice President*, Marsh USA  
Karen Kaputz, *Senior Director*, Goulston & Storrs  
Law Firm Operations – Rose Kennedy Salon 2 – 3rd Floor

### Using Digital Marketing to Magnify Your Message

Iris Jones, *Chief Business Development & Marketing Officer*, McNees Wallace & Nurick  
Toshiko (Toshi) Macaluso, *Media/Communications Coordinator*, McNees Wallace & Nurick  
Technology – Hutchinson – 2nd Floor

### Winning Thought Leadership Microsites: From Idea to Implementation

Stephan Roussan, *President*, ICVM Group Inc.  
Stacy Rowe, *Director of Client Success*, Manzama  
Harry Marks, *Manager Marketing Technology*, Shearman & Sterling  
Communications – Rose Kennedy Salon 1 – 3rd Floor

SESSION | 1

10:20–10:35am | Morning Break | Networking – Rose Kennedy Foyer / Exhibit Areas – 3rd Floor

10:35–11:20am

SESSION | 2

**Sustainable Practice Plans**

Deborah Brightman Farone, *Strategic Advisor*, Farone Advisors LLC  
Business Development – Wheeler – 2nd Floor

**Ethics? Lawyers in the On-line World: Bios, Social Media and Online Reviews**

Jennifer Schaller, *Managing Director*, National Law Review  
Elissa Torto, *Assistant Bar Counsel*, Massachusetts Board of Bar Overseers  
Law Firm Operations – Rose Kennedy Salon 1 – 3rd Floor

**How a Small Firm Website Captures Big Firm Clients**

Igor Ilyinsky, *Founder*, Firmwise  
Jennifer O’Leary Cathell, *Director of Marketing and Business Development*, Partridge Snow & Hahn  
Christina Lamb, *Director of Marketing*, Fletcher Tilton  
Technology – Rose Kennedy Salon 2 – 3rd Floor

**From Public Broadcasting to Financial Services: A Look at Creative Marketing Across Industries**

Peter Panagopoulos, *Director*, Segment Marketing, Fidelity Investments  
Amanda Goodwin, *Head of Storytelling & Stewardship*, Life is Good  
Communications – Hutchinson – 2nd Floor

11:30am–12:15pm

SESSION | 3

**To BD or not to BD: The Next Wave of Law Firm Business Development Professional**

Joseph Calve, *Chief Marketing & Business Development Officer*, McGuireWoods LLP  
Business Development – Wheeler – 2nd Floor

**The Why, How and Who of Innovation: Where Innovation and Inclusion Intersect**

Debra Baker, Esq., *Managing Director*, GrowthPlay  
Morgan King, *Head of Records & Information Management*, Shire  
Law Firm Operations – Rose Kennedy Salon 2 – 3rd Floor

**What’s NECXT in Legal Marketing**

Allison Lavelle, *Senior Marketing Manager*, Kilpatrick Townsend & Stockton LLP  
Tim Linberg, *Chief Experience Officer*, Verndale  
Stephanie Wilson, *Digital Marketing Manager*, WilmerHale  
Technology – Hutchinson – 2nd Floor

**Breaking News: Leading Conversations in a Nonstop News Cycle**

Michael Gordon, *Principal*, Group Gordon  
Daniel Gross, *Executive Editor*, strategy+business  
Communications – Rose Kennedy Salon 1 – 3rd Floor

12:15–1:05pm | Lunch & Regional Awards | Networking – Rose Kennedy Ballroom – 3rd Floor

Awards ceremony begins at 12:30pm

**1:05–1:35pm | Social Storytelling in a Right Swipe World**

Brandi Boatner, *Social and Influencer Communications Lead*, Global Markets, IBM CHQ Communications  
General Conference – Rose Kennedy Ballroom – 3rd Floor

1:45–2:30pm

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SESSION |

**Sales Pipeline Management: BD Lessons from the Accounting Sector**

David Ackert, *President*, Ackert  
 D. Scott Moore, *Executive Vice President*, The Rainmaker Companies  
 Business Development – Hutchinson – 2nd Floor

**Pro Bono: A Hidden Tool to Market, Recruit and Build Your Firm's Brand**

Felicity Conrad, *CEO*, Paladin  
 Rebecca Cazabon, *Pro Bono Managing Attorney*, Foley Hoag LLP  
 Law Firm Operations – Wheeler – 2nd Floor

**Turn Your CRM into an Insights Engine**

Adam Draper, *Vice President of Sales – North America*, Introhive  
 Jennifer Klyse, *Principal*, Klyse Advisory Group  
 Margaret Nicholls, *Director of Business Development*, Simpson Thacher & Bartlett LLP  
 Jennifer Schreck, *Director of Client Intelligence*, Reed Smith  
 Technology – Rose Kennedy Salon 1 – 3rd Floor

**What Your Business Partners Have Learned About Professional Services Marketing & BD By Selling To You**

Sanjiv (“Sanju”) Kripalani, *Partner*, Wicker Park Group  
 Adrian Lurssen, *VP and Co-Founder*, JD Supra  
 Samantha McKenna, *VP Sales* – LinkedIn  
 Jenna Schiappacasse, *Director of Client Development*, Rosenberg Martin Greenberg, LLP  
 Communications – Rose Kennedy Salon 2 – 3rd Floor

2:40–3:25pm

5

SESSION |

**Your Client Said What?! How to Conduct a World-Class Client Feedback Interview**

Jennifer Dezso, *Principal*, The BTI Consulting Group  
 Joyce Miccile, *Manager, Client Feedback*, The BTI Consulting Group  
 Business Development – Hutchinson – 2nd Floor

**How Litigation Finance Can Power Your Business Development**

Boaz Weinstein, *Principal*, Lake Whillans Litigation Finance  
 Chris Hagale, *Managing Director*, Lake Whillans Litigation Finance  
 Andrew Langhoff, *Founder and Managing Director*, Red Bridges Advisors LLC  
 Law Firm Operations – Rose Kennedy Salon 2 – 3rd Floor

**Google Adwords or Retargeting: Should your Firm Try One of These?**

Peter Darling, *Founder*, Repechage Group  
 Patricia Nagy, *Director*, Proxy PR  
 Technology – Wheeler – 2nd Floor

**The Key to Effective Internal and External Communication for Diversity & Inclusion**

Jackie Bell, *Senior Reporter*, Law360  
 Arielle S. LaPiano, *Director, Communications and Public Relations*, Paul Hastings  
 Alys O’Neill, *Partner*, Instinctif Partners  
 Elizabeth Wall, *Corporate Compliance Lead, Compliance Counsel*, CLS Bank  
 Tiffany Yarde, *CEO*, Motovino  
 Communications – Rose Kennedy Salon 1 – 3rd Floor



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**3:35–3:50pm | Afternoon Break | Networking – Rose Kennedy Foyer / Exhibit Areas – 3rd Floor**

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**3:50–4:50pm**

**Craft Brewer Panel: Differentiating in an Increasingly Competitive Market**

Daniel Lanigan, *CEO*, Lord Hobo Brewing Company

Chris Webb, *Co-Founder and CEO*, Newburyport Brewing Company

Michael Oxtan, *Co-Founder*, Night Shift Brewing

Sam Hendler, *Co-Owner*, Jack's Abby Brewing

Moderator: Jennifer Irvine, *Director of Marketing & Business Development*, Bowditch & Dewey LLP

General Conference – Rose Kennedy Ballroom – 3rd Floor

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**4:50–5:00pm | Closing Remarks | General Conference – Rose Kennedy Ballroom – 3rd Floor**

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**5:00–6:30pm | Cocktails & Attendee Networking | Networking – Rose Kennedy Foyer / Exhibit Areas – 3rd Floor**

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