

Recap from the 2017 Legal Marketing Association Conference

From Mad Men to Math Men – Why the Rise of Digital Makes Data the New Imperative

It seems that law firms with the most credibility and leverage these days use data to tie marketing and business development directly to business results. Measuring ROI is becoming more and more commonplace in law firms – both large and small. What do you measure? The measurement strategy should be determined before any new marketing initiative is put into place.

Artificial Intelligence: Changing the Practice and Marketing of Legal Services

Businesses worldwide will be transformed over the next few years by enormous advances in machine learning. This session explored how legal services will soon bear little resemblance to the bill-by-the-hour profession of the last century. The prediction is that as legal services evolve, so must marketing. The trend is clear and already in place. It's time to create predictability in fees. As one general counsel put it, "If a law firm can't provide us with fees ahead of time then they don't understand how their firm runs."

The Rapidly Changing Legal Buying Cycle: What Law Firms and Vendors Need to do to Respond

Law firm rates go up every year while clients' legal budgets either don't change or decrease. Not surprisingly, increasingly savvy in-house counsels are bringing work in-house and exerting tighter management over outside spending. Law firms that don't understand this new paradigm are going to find it increasingly hard to win business that depended solely on past relationships.

That was the message of an all-star in-house panel which included Connie Brenton, Chairman of the Board, Corporate Legal Operations Consortium (CLOC), General Counsel of NetApp, Inc.; Jeffrey Franke, Chief of Staff to the General Counsel and Senior Director of Global Legal Operations, Yahoo Inc.; Steve Harmon, Vice President and Deputy General Counsel Legal Services, Cisco Systems Inc.; and George K. Millionis, General Counsel, Petersen-Dean Inc.

Merry Neitlich Inducted into the Hall of Fame at the 2017 Legal Marketing Association International Conference

The Legal Marketing Association in recognizing over two decades of leadership and outstanding marketing and business development successes inducted Merry Neitlich of EM Consulting into the prestigious international LMA Hall of Fame on Wednesday, March 29 at the annual LMA Conference in Las Vegas. This honor "represents the highest levels of experience and leadership in legal marketing and recognizes contributions made by individuals for the benefit of the industry, the association and its community of professionals." The LMA is the national and internationally recognized authority for all layers of professional support providers in the legal community.

