

# LMA Texas 2016 Texas Think Tank Conference

October 13-14, 2016 | Dallas, Texas

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The Texas Think Tank is the annual conference of the Legal Marketing Association - Texas Chapter (LMATX). This is the largest annual gathering of legal marketers in Texas, bringing together members from Austin, Dallas, Houston, and San Antonio in addition to many others from across the state and the Southwest region. Our full agenda includes a nationally known and renowned keynote speaker and sessions that cover key topics from the LMA Body of Knowledge including: Strategic Planning, Technology, Business of Law, Business Development and Research/Analytics. The programming lined up is solution-oriented, proactive in nature, innovative, and focused on the legal industry.

This conference is for those from global firms to small, local firms. Attendees range from entry-level specialists to senior leaders from law firm marketing and business development departments, consultants and service providers, and are responsible for the development and management of marketing policy and strategy in their law firms and companies.

Conversations relevant to both seasoned law firm marketers and those new to the industry will be had throughout the conference. Join us for networking with peers and learn about some of the newest trends in the industry.

## 2016 THINK TANK SPEAKERS

### Urko Wood, Reveal Growth Consultants *Keynote Speaker*

Debra Baker, Akina, A GrowthPlay Company

David Brady, Vuture Group

Diane Darling

Jennifer Petrone Dezso, BTI Consulting Group

Clayton Robert Dodds, Law Offices of Peter N. Brewer

Aleisha Gravit, Akin Gump Strauss Hauer & Feld LLP

Jill Huse, Society 54, LLP

Deborah Knupp, Akina, A GrowthPlay Company

Heather McCullough, Society 54, LLP

Deborah McMurray, Content Pilot

Kim Perret, Jones Walker LLP

Elonide C. Semmes, Right Hat LLC

Nancy Slome, Lawyers Biography Service



GENERAL INQUIRIES  
LMATXConference@legalmarketing.org

www.legalmarketing.org/texas  
@LMA\_Texas | #LMATX16

SPONSORSHIP INQUIRIES  
LMATXSponsorships@legalmarketing.org

# AGENDA

## Thursday, October 13

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|-------------|---|
| 4:00-7:30pm | Registration Open, Joule Hotel                        |
| 6:30-7:30pm | Opening Reception, Joule Hotel                        |
| 7:30-9:30pm | Dinner, Sol Irlandes – 1525 Main St, Dallas, TX 75201 |

## Friday, October 14

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|-----------------|--|
| 7:00-8:30am     | Registration Desk Open, Joule Hotel  |
| 7:30-8:15am     | Continental Breakfast, Joule Hotel   |
| 8:15-8:30am     | <b>Welcome &amp; Opening Remarks</b><br>Brandy Austin, Conference Co-Chair, LMATX Immediate Past President<br>Cecilia R. Linton, LMATX 2016 President  |
| 8:30-9:30am     | <b>Keynote Speaker - Urko Wood, Reveal Growth Consultants</b><br>"Rethinking Business Development: New Ways to Drive Growth"   |
| 9:30am-9:45am   | <b>BREAK</b>   |
| 9:45am-10:30am  | <b>Session 1 – Strategic Planning</b><br>"Building an Innovation Road Map to Redesign the Practice of Law"<br>Debra Baker and Deborah Knupp, Akina, A GrowthPlay Company   |
| 10:30am-10:50am | <b>BREAK</b>   |
| 10:50am-11:50pm | <b>Session 2 - Technology</b><br>"Get in the Game: How Gamification Can Supercharge Business Development"<br>Heather McCullough and Jill Huse, Society 54, LLP   |
| 11:50am-12:00pm | <b>BREAK</b>   |
| 12:00-1:00pm    | <b>Lunch &amp; Panel Presentation – The Business of Law</b><br>"Building the Law Firm of the Future with Marketing at the Helm"<br>Panel: Kim Perret, CMO, Jones Walker LLP      Moderator: David Brady, Vuture<br>Aleisha Gravit, CMO, Akin Gump Strauss Hauer & Feld LLP<br>Deborah McMurray, CEO & Strategy, Architect, Content Pilot |
| 1:00-1:15pm     | <b>BREAK</b>   |

# AGENDA

## Friday, October 14

**1:15-2:00pm**

### **Session 3 - Business Development**

"What Lincoln Can Teach You About LinkedIn and Business Development"

Diane Darling

**2:00-2:20pm**

### **BREAK**

**2:20-3:20pm**

### **Session 4 – TED Talks**

1. "Disrupting the Prospect Journey"  
Elonide C. Semmes, Right Hat
2. "Law Firm Websites: Broken, but Fixable"  
Nancy Slome, Lawyers Biography Service
3. "Legal Marketing 'Intrapreneurship': Innovative Strategies for Solving Problems"  
Clayton Robert Dodds, Law Offices of Peter N. Brewer

**3:20-3:35pm**

### **BREAK**

**3:35-4:15pm**

### **Session 5 - Research/Analytics**

"Choose Your Own Adventure: The Client Feedback Edition"

Jennifer Petrone Dezso, BTI Consulting

**4:15-4:30pm**

### **Closing Address**

LMA Southwest Region President Elect

LMA Leadership

## MEET OUR KEYNOTE SPEAKER



### **Urko Wood** **Reveal Growth Consultants**

Urko founded his own consultancy in 2012 to help clients drive growth by creating exceptional value for their customers. He is an expert at discovering customers' unmet needs in a form that is ideal for driving innovation and growth. He has facilitated hundreds of groups and customer interviews across a broad range of industries and people from C-level leaders at Fortune 1000 companies to everyday consumers.

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# REGISTRATION

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## Conference Registration

<http://www.legalmarketing.org/page/2016-texas-think-tank>

## Registration Rates & Timetable

Thru July 29th - Early Bird: \$195 (member) | \$210 (non-member)

Thru Sept. 30th - \$210 (member) | \$225 (non-member)

After Sept. 30th - \$225 (member) | \$240 (non-member)

Thursday Reception and Dinner Only - \$95 (by Oct. 11th)

## Hotel Registration

Call hotel reservations at 214-748-1300 and reference the "LMATX Conference" to book a room. Cost is \$229 per night when booked by September 22nd.

### The Joule Hotel

The Joule is a revitalized 1920s neo-Gothic landmark building set in the heart of Dallas' central business district with a wealth of restaurants and stores nearby. With dramatic art installations, unique retail boutiques, a world-class spa, clever design, award-winning food and drinks and service in town. The Joule is seen as a culture epicenter in downtown. Visit [www.thejouledallas.com](http://www.thejouledallas.com) for more information.

## Make It a Weekend in Dallas!

The Texas State Fair runs from September 30th – October 23rd. Extend your stay and take in all that the largest state fair in Texas has to offer! Visit [www.bigtex.com](http://www.bigtex.com) for more information.



LEGALMARKETINGASSOCIATION



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