

# Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

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### LMA 2011 Annual Conference - Sessions I'll be Attending

It's that time again - time for the [2011 Legal Marketing Association's Annual Conference](#). This year, it will be in Orlando, Florida and after the winter we've had, I couldn't be happier about it!

But it's not all sun and fun - there's a lot of work, and valuable networking too.

I'm posting a list of the sessions I'll be attending - I'll be tweeting from each and blogging a re-cap of each session as well. To follow along with the Twitter stream, you can check out the [#LMA11](#) hashtag - that aggregates all of the tweets that contain that hashtag - you can [follow me on Twitter](#), or you can follow [Laura Gutierrez](#) or [Heather Morse's](#) Twitter lists.

And if you're attending the conference, and you're not on my list, please let me know!

On to the sessions (all times are local to Orlando, Florida)...

#### *Tuesday, April 5, 2011*

**9:00 - 10:30:** Keynote Event: Disney's Approach to Business Excellence

**11:00 - 12:15:** Improving Visibility: Effectively Leveraging Social Media as a Business Development & Marketing Tool - Concrete Examples of What's Acceptable, and What's Working

**2:15 - 3:30:** Managing Client Retention and Value: Using Client Feedback to Create Truly Meaningful Client Experiences and Deliver Greater Value

**4:15 - 5:30:** Honing Your Leadership Skills: The Path to World Class - Exploring the Attributes that Distinguish Top-tier Legal Marketing and Business Development Teams

#### *Wednesday, April 6, 2011*

**9:00 - 10:00:** General Session - Achieving Greater Collaboration - What you need to know to get to a win-win relationship with your clients (General Counsel Session)

**10:45 - 12:00:** Honing Your Leadership Skills: Elevating the Marketing and Business Development Function: Law Firm Leadership Panel

**1:45 - 3:00: Improving Visibility: Maximized Marketing: Budget Boundaries and Successful Strategies for Small to Mid-Sized Firms**

Looks like there will be a lot of value at this conference, so keep your eyes out for our tweets and blog posts!

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