

## **For Immediate Release**

### **Contact:**

David King Keller

443. 386.2336

[david@kbdag.com](mailto:david@kbdag.com)

### **The Oscars of The Legal Marketing World**

### **News You Can Use From The LMA 2012 Annual Conference:**

By David King Keller

The Oscars of the legal marketing world were announced this past week at the Gaylord Texan Resort in Grapevine, Texas at the world's largest gathering of legal marketers, which is sponsored by the international Legal Marketing Association (LMA) ([www.legalmarketing.org](http://www.legalmarketing.org)). Here's News you can use from the LMA 2012 Annual Conference.

Learning the details of the various Your Honor Awards entries would be vital information for anyone involved in law firm marketing communication. A link that provides a full description of each winning strategy is located at the end of this article.

If improved project management might improve your firm's efficiencies, then definitely check out **Best In Show** which went to Sutherland Asbill & Brennan LLP for their Sutherland Legal Project Management. "This LPM provides easy-to-use tools that enhance client service, create efficiencies and supports the tracking of a variety of metrics and tasks," said Felice Wagner, Chief Business Development Officer. The LMA judges said, "Everyone faces this issue, and the law firm took a very clever that which really engaged their attorneys in a unique way. Two years from now everyone will be talking about this. It's a breakthrough in legal project management." For details on this award go to (<http://bit.ly/FOn3Uo>)

If gaining more clients from your website interests you, then research the award winner in the category of **Content-Rich Website**, Allen Matkins Leck Gamble Mallory & Natsis LLP, which placed 11 short videos on its firm's home page. "Testing showed that videos were one of the most persuasive

forms of online communication,” said Adam Stock, Director of Marketing & Business Development, and co-chair of the upcoming 2012 LMA Tech Conference West. “So, we created a full-scale video-centric website with nearly 100 videos that convey what services and expertise the attorneys can deliver.” (<http://www.allenmatkins.com/>)

More about the 19 Your Honor Awards follows, but if you want to learn about the best legal marketers as judged by their peers then look to **2012 Hall of Fame inductees**, Wendy Bernero and Felice Wagner. Wendy has more than 20 years of experience as a senior marketing professional in the services sector. She currently serves as Chief Marketing Officer for Fried, Frank, Harris, Shriver & Jacobson LLP, a Wall Street law firm with offices in the principal financial centers of the US, Europe and Asia. Felice is the Chief Business Development Officer at Sutherland Asbill & Brennan LLP where she provides strategic leadership to Sutherland’s business development, marketing and communications efforts. More recently, she helped build and manage two of the largest legal staffing firms in the country. She was intimately involved in developing the DuPont Legal Model and played a significant role in planning and implementing the first Conference on Women and the Practice of Law for DuPont.

If your firm could use a model for a young attorney and a program for bringing on new attorneys look no further than the **LMA 2012 Rising Star recipient**, Melissa Marshall. Melissa is the regional marketing manager at Clark Hill PLC, where she manages all aspects of the firm’s marketing and business development initiatives for the Chicago and Phoenix offices. “Melissa’s ability to break ideas into highly organized, manageable processes is unmatched,” said Benjamin Cox, formerly the director of sales and marketing at Firefly Legal Inc. Melissa created the “New Attorney Concierge, where she is the go-to professional that works collaboratively with new attorneys before their start date to ease their transition into the firm and to get a head-start in finalizing marketing materials. In addition, Marshall has been a volunteer for three charities since college: Saint Joseph’s College Business Network Program, Covenant House and the Greater Chicago Food Depository.

If you want to enrich the awareness of law school students in your area on the actual business of law, then study the cutting edge programs established by the Ohio Chapter of the LMA, this year's winner of the **Outstanding Chapter Award**. The judges were most impressed with "Basics and Beyond: A Legal Marketing Workshop," a workshop series designed specifically for law students. Members of the LMA Ohio board built a curricula around topics such as "Business Nuts and Bolts and Firm Functions," "Communications, Presentations and Writing Skills in the Legal World," "Successful Relationship Building" and "Effective Networking for Lawyers." If you wouldn't you like to have your new attorneys as graduates of that workshop series then ask your local LMA chapter if they can duplicate that educational offering.

Your Honor Awards were announced for 19 award categories in First, Second and Third place. Follows are the First Place Winners in their respective category. At the end of this list is a link to details of every winner's entry which would be of interest to anyone who wants to learn from a best practice in these all important areas of marketing a legal business: **Advertising — Campaign:** Aikins, MacAulay & Thorvaldson LLP; **Advertising — Single Ad:** Ryan, Swanson & Cleveland PLLC; **Community Relations:** Wheeler Trigg O'Donnell LLP; **Events:** DLA Piper, Global Women's Leadership Summit; **Identity — Projects totaling up to \$20K:** Meritas Law Firms Worldwide; **Marketing on a Shoestring — Large Firm:** Miles & Stockbridge PC; **Marketing on a Shoestring — Small Firm:** Weltman, Weinberg & Reis Co. LPA; **Media Relations:** Motley Rice LLC; **Online Interactive Marketing Tools:** Allen Matkins Leck Gamble Mallory & Natsis LLP; **Practice Development:** Thompson Coburn LLP; **Promotional and Collateral Materials — Announcement:** Anastasi & Associates PA; **Promotional and Collateral Materials — Annual Report:** Allen & Overy; **Promotional and Collateral Materials — Firm-Wide, Office or Practice Group Brochure:** Motley Rice LLC; **Promotional and Collateral Materials — Holiday Cards:** Blake, Cassels & Graydon LLP; **Promotional and Collateral Materials — Newsletter or Alert:** Davis Wright Tremaine LLP; **Recruiting:** Weltman, Weinberg & Reis Co. LPA; **Websites — Individual Portions of Website:** Levenfeld Pearlstein LLC; and **Websites — Total Website Refresh, Overhaul or Rebrand:** K&L Gates LLP.

Go to <http://bit.ly/z8slQg> for descriptions of all the winners and details of their winning entry, so, that your firm can consider these “been there, done that” 2012 LMA Your Honor Award winners.

Writer bio:



**DAVID KING KELLER**

David King Keller is author of two highly acclaimed books on growing law firm revenue: he award winning book, *100 Ways To Grow A Thriving Law Practice*. His latest book from the American Bar Association, *The Associate As Rainmaker, Building Your Business Brain*, is on the publisher’s best seller list. David is a highly regarded 1:1 attorney biz dev coach with many testimonials. He knows how to grow an attorney’s external business while addressing an individual’s internal issues, as needed, by leveraging his three international coaching accreditations, his MBA, and his current PhD program in East-West Psychology. He has lectured at UC Hastings College of The Law, The San Francisco Bar, a national ABA Litigation CLE conference, a teleseminar for 100 ABA forum attorneys, and elsewhere. David is a member of the ABA, BASF, AAJ and LMA. David is Founder of the Keller Business Development Advisory Group. More information at [www.kbdag.com](http://www.kbdag.com)