

## **LMA CONFERENCE: A GREAT START IN LOS ANGELES**

***March 18, 2008 by Nancy Myrland, Myrland Marketing, Inc.***

For those of you who were not able to come to the conference this year, I am truly sorry as there is so much here that is worthwhile, and that keeps all of us as legal marketers more valuable to our internal and external clients.

For you, and for those who are coming to the conference but were not able to participate in the pre-conference programs, I wanted to let you know you missed an outstanding day with the Quick Start program. I know I have shared this with you in the past, but this program has grown to be applicable to marketers at all stages of their careers.

Quick Start participants were greeted by what I will call the Rock Stars of our marketing profession. The value of being in the same room with those who presented, not just to pick their brains, but for them to share the latest and greatest in what we need to do to be successful, was worth the price of the conference itself!

We started out the day with the always brilliant and entertaining Ross Fishman of Fishman Marketing, who showed us what it really means to differentiate our websites and other communication through a very carefully crafted branding and differentiating approach.

Deb Knupp, Managing Partner of Akina, someone who has enough electricity in her personality to light up L.A. (and that's a very good thing by the way), then taught how to become effective coaches to our internal clients, our attorneys, as they prepare for, or improve upon, this world of sales and business development they must take responsibility for, with your help, if necessary.

We then heard from PR pros John Hellerman and Helen Bertelli from Hellerman Baretz, who helped participants understand why we need to know and understand PR, and how to craft pitches that will stick with media. We were given many examples of good and bad pitches, and had hands-on experience crafting some of our own.

No conference would be the same without our friend from Australia, Sue-Ella Prodonovich, Principal of PTB Consulting. As Ross stated, Sue Ella has become so well known and loved among marketers that she is simply

known as "Sue-Ella," not because we can't pronounce her last name correctly, but because she's terrific and offers an approach that makes the necessary, everyday act of conversations attorneys have with clients seem much more effective and fruitful.

Followed by another friend who hails from Dubai (see, you can't just get this international perspective just anywhere friends!), Clinton Swan, BD Manager with the firm Clyde & Co. helped us understand how you need to add value to what you offer your attorneys by helping us understand that BD strategy must come from overall firm strategy at many levels.

Good heavens....if we could bottle the wit and wisdom of Russell Freund, drink it and share it (does that sound a little weird-sorry!), we would all help our lawyers understand why we are so indispensable. Russell helped outline six of the most common barriers to successful law firm marketing. Who doesn't need to know how to overcome those?!

Then, with the challenge of being the last two speakers of the day, especially when the pretzels and cookies ran out during the break right before them, David Freeman, CEO, David Freeman Consulting, and his colleague and BD Consultant, Craig Brown hit a home run by engaging all of us with the fast-paced, interesting, witty presentation about how to deal with, and even maximize, the many opportunities that exist for you when laterals are brought in to the firm.

It was an outstanding beginning to the conference, and it hasn't even begun! The Welcome Reception is going on downstairs as we speak, or rather, as I write. This is a great time to renew old acquaintances, meet many new friends, and to continue upon this learning curve we all need to keep riding for the rest of our days.

I'll be in touch whenever possible to let you know how things are going.

Have a great week.

Nancy