

Committees & Task Forces Members at-Large

Chapters

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Int'l Board of Directors



LEGALMARKETINGASSOCIATION



THE AUTHORITY FOR LEGAL MARKETING

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City Groups

Executive Director



Best-in-

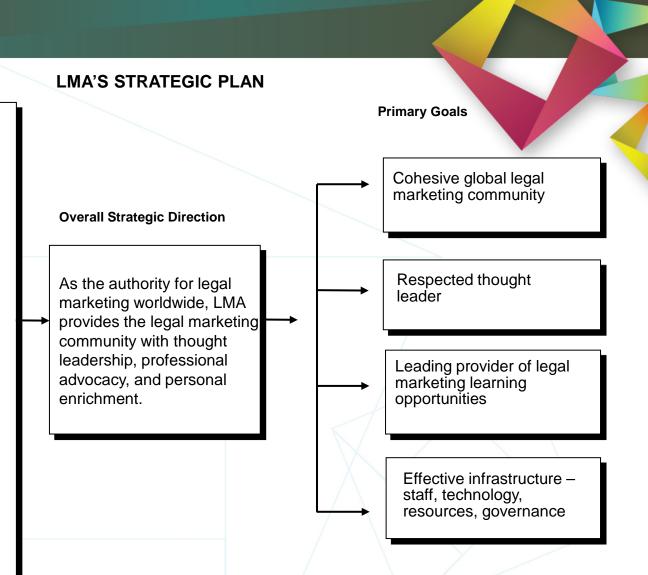
Class



Assumptions

LMA:

- Is a remarkably successful organization that has grown, expanded its reach, and recognized solid opportunities for its future
- Supports a competitive legal marketplace that increasingly understands the value of marketing and legal marketing professionals
- Believes that its members' needs can best be served by expanding its influence and position
- Recognizes the unique importance of community to its members – now and in the future
- With confidence, understands that to reach the next level it must assume reasonable risk and assert itself
- Defines "legal marketing" to include strategic marketing, sales, and client service



SMOCK-STERLING





2016 Focus

- Goal 1 Cohesive global legal marketing community
- Goal 3 Leading provider of legal marketing learning and networking opportunities
- Goal 4 Effective Infrastructure staff, technology, resources, governance



2016 Annual Plan:

Goal 1 - Cohesive global legal marketing community

- Strategy #1: Appoint Regional Implementation Task Force to:
 - develop a communication and implementation plan around the changes to LMA's geographic corporate structure;
 - establish operational standards;
 - analyze regional conference model; and
 - review dues structure



2016 Annual Plan:

Goal 3 - Be the leading provider of legal marketing learning and networking opportunities

- Strategy #1: Continue to develop, and then launch, Body of Knowledge
- Strategy #2: In addition to general legal marketing and business development professional education opportunities, develop leadership programming
- Strategy #3: Assess viability of creating industry standards for matter classification
- Strategy #4: Develop standardized speaker evaluations

Goal 4 - Effective infrastructure – staff, technology, resources, governance

- Strategy #1: Implement HQ financial services staffing support of chapter finances
- Strategy #2: Stemming from Organizational Structure Task Force recommendations,
 create chapter operational standards
- Strategy #3: Assess feasibility of coordinated technology support for chapters