

LEGAL MARKETING ASSOCIATION



TRADITION *meets* *TRANSFORMATION*

2026 LMA ANNUAL CONFERENCE

April 20-22 🌿 Hyatt Regency New Orleans 🌿 New Orleans, LA

First-Timer's Guide



MAXIMIZE YOUR LMA ANNUAL CONFERENCE EXPERIENCE

You've arrived at the home of legal marketing professionals! An LMA Annual Conference is more than just an event; it's your space to grow, connect and feel inspired by a community that truly understands you. We want to make sure you are set up for success and receive the most out of every moment at your first conference.

Before You Arrive

Set Your Intention

What ideas and strategies do you hope to take back to your firm? What type of sessions will support your growth? Set goals that will support both your personal growth and your firm's success. (*Pro tip: Look back at your completed Justification Toolkit*)

Chart Your Course

Take a moment to explore the education program and networking opportunities. Between Pre-Conference Programs and breakout sessions, you have a lot of flexibility in the topics you can explore. Download the LMA Conferences app to plan your conference experience.

During the Conference

Lean Into the Community

Whether you're a first-time attendee or seasoned pro, you'll find a supportive network of fellow legal marketers and business development professionals who understand your challenges and want to see you succeed. Introduce yourself, ask questions share your story.

Be Fully Present

Choose sessions that speak to your goals and interests. Take notes and focus on absorbing the insights shared by your peers and presenters. This is your time to invest in yourself.

Capture What Matters

As you learn, jot down the moments that spark ideas or solutions. Start building a post-conference plan that you can bring home and share with your firm.

Make Space for Joy

Take time to explore New Orleans and connect with old and new friends. From the General Sessions to the Exhibit Hall, there's something unforgettable around every corner.

After the Conference

Keep the Conversation Going

Stay connected with the people you met — on LinkedIn, in the LMA community and beyond. These relationships are part of your professional support system.

Make an Action Plan

While the ideas are still fresh, sketch out what you want to try, test or transform in your daily practice. Don't wait for perfection; take the first step and build from there.

Scan to explore the LMA26
education program!



CONFERENCE SNAPSHOT

What's a typical day in the life of an LMA Annual Conference attendee? Take a look at the events and sessions you'll have the opportunity to experience.



Registration

Before your conference experience kicks off, check in at the registration desk. Don't forget to grab your first-time attendee ribbon!



Marketplace

Get ready to mingle with 90+ solution providers! From innovative tools to expert insights, they'll be on hand to show how they can support your success.



Breakout Sessions

No matter what stage you're at in your career, we have education sessions to support your journey. Hear innovative strategies and bold ideas first-hand.



Networking Events

From lively meet-ups to conversations that flow as easily as the Mississippi River, networking is at the heart of the experience. Be sure to attend the dedicated meet-up for first-time attendees!



General Sessions

Big ideas, real-world leadership and timely insight take center stage at an LMA Annual Conference. Join our keynote speakers who will challenge how we think about innovation, leadership and change.



Passport to Prizes

Marketplace networking comes with great rewards. Pick up your Passport to Prizes, visit every booth to collect stamps and submit your completed passport for a chance to win exclusive exhibitor giveaways.

MAP OUT YOUR ITINERARY

Need help planning what events or sessions to attend?

Here are some of our can't-miss programs that we encourage you to take advantage of.

First-Timers Meet-Up

.....

Monday, April 20
2:30-3:15 p.m.

Welcome Reception in Marketplace

.....

Monday, April 20
5:45-7:30 p.m.

Lunch in Marketplace

.....

Tuesday, April 21
12:15-1:30 p.m.

Break in the Marketplace

.....

Tuesday, April 21
2:30-4 p.m.

Evening Reception

.....

Tuesday, April 21
6-7 p.m.

Brunch in Marketplace

.....

Wednesday, April 22
9:30-11 a.m.



Plan your education journey by viewing our detailed program!*

*Program is subject to change.



FIRST-TIME ATTENDEE NETWORKING GUIDE

As a first-time attendee, you're stepping into a community built on support, knowledge-sharing and professional growth. This guide will help you feel confident connecting with other legal marketing and business development professionals.

Quick Tips

Introduce Yourself and Ask Questions

LMA members are friendly and enjoy meeting new faces — don't hesitate to say hello first!

Visit the Marketplace

Meet exhibitors and fellow attendees to discuss helpful solutions and possible.

Start Small

Chat during breaks or meal as quick conversations can be valuable.

Attend Networking Events

Mix and mingle outside of breakout sessions. Be sure to attend the First-Time Attendee Meet-Up!



Conversation Starters

"What advice would you give to a first-time attendee?"

"Which session has given you the most practical takeaways?"

"What brought you to LMA26?"

"How are you or your firm approaching ongoing changes in the field?"

"What's a change you've made this year that had a surprisingly large impact on your practice?"

"Have you tried any interesting restaurants near the hotel?"

"Are you involved with LMA outside of the LMA Annual Conference?"

"What brought you to LMA26?"

Helpful Reminders

Relax and Be Yourself

Everyone at an LMA Annual Conference values open conversations and shared learning.

Exchange Contact Info

Keep track of whom you meet and follow up with after the conference to keep the conversation going. Take advantage of connecting via the mobile app.

Keep Notes

Jot down notes of whom you meet and what you talked about to make following up easier.



Scan to explore networking events.



MENTOR/MENTEE PROGRAM

LMA offers a Mentor/Mentee Program to ensure you get the most out of this incredible conference. Mentors will help first-time or newer attendees navigate the conference experience through a structured, personalized framework to maximize inclusion, accessibility and value.

LMA Headquarters matches mentees with mentors using criteria that include region, firm size, demographics, first-time status, and other factors.

PROGRAM GOALS

- Help first-time and newer attendees leverage the conference's educational, sponsor and exhibit offerings that will benefit them most
- Introduce newcomers and colleagues to make networking easier and more comfortable
- Steward newcomer attendees through reflecting on their takeaways and creating a plan for actualizing their newfound knowledge

Interested?

Check the box for Mentor/Mentee interest during the registration process.

Questions?

Please contact us at membersupport@legalmarketing.org.

WHO YOU'LL MEET

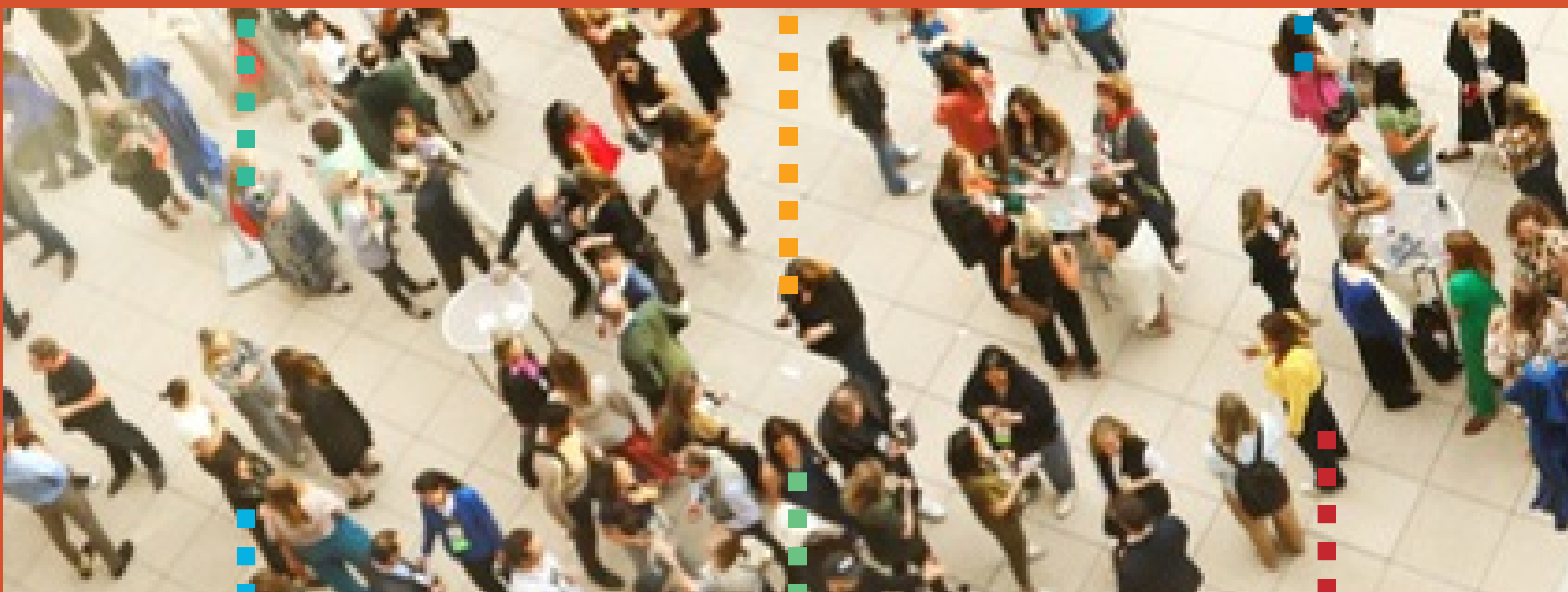
Legal marketing and business development professionals from every career level come together at the legal marketing event of the year.

No matter what firm you're from or the background you have, you are welcome. Here are examples of the diverse crowd you'll meet during the conference:

Chief
Marketing
Officer

Growth
Lead

Business
Development
Manager



Client
Development
Specialist

Sales
Assistant

IT
Manager



"The LMA Annual Conference continues to be where great thinkers and leaders in our industry share ideas, create and deepen connections, and learn from each other."
- Matt Plavnick, Axis Marketing Strategies

NETWORKING MADE EASY

The best connections extend far beyond the conference.

To keep connected with the peer you met at the conference, use our virtual business card template. For easy access, add the template to your phone's lock screen.

Plus, you can connect with fellow attendees via the LMA Conferences app. Scan their profile QR code to connect with them in the mobile app.

Scan the QR code to download the lock screen template.

TRADITION meets
TRANSFORMATION
2026 LMA ANNUAL CONFERENCE
April 20-22 • Hyatt Regency New Orleans • New Orleans, LA

YOUR QR
CODE HERE

Your Name
Title
Firm



WHAT TO WEAR

Not sure what to pack? You're not alone. This is one of the most common first-timer questions. Our overall dress code is business casual.

Tip: Wear shoes that you can comfortably walk in and bring a layer or two, especially for chilly breakout rooms. Choose professional clothing that lets you show up as your best self and feel at ease, ready to make the most of your conference experience.

Suits, dress pants and blazers are common at an LMA Annual Conference.



Attendees choose what keeps them comfortable (short sleeves, long sleeves or a jacket) since room temperatures can vary.



Show off your LMA pride by purchasing items from the LMA Swag Store.

Above all, remember to be yourself!



WHAT TO PACK

Pack smart to ensure you're set up for success when you arrive!
Here are some essentials you should bring with you.



Be sure to leave extra space in your bag for Marketplace goodies!

JAZZ UP YOUR EXPERIENCE

There's so much to explore in New Orleans! Make the most of your trip to the Big Easy by exploring iconic landmarks, legendary restaurants and historic sites.



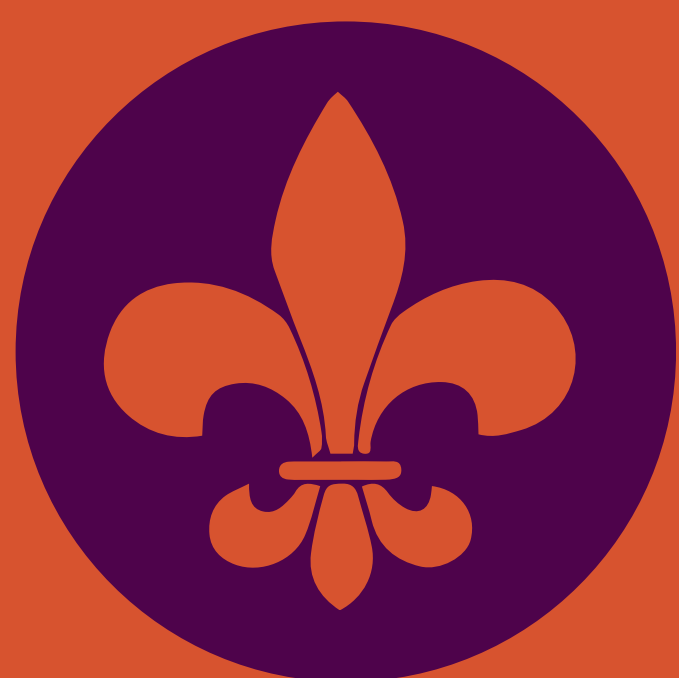
RESTAURANTS NEAR HYATT REGENCY

- Daisy Mae's Southern Fried Chicken & Breakfast (American)
- Olde Nola Cookery (Cajun, Creole, Seafood)
- Johnny Sánchez (Mexican, Southwestern)
- Herbsaint (Michelin, French, American)
- Gailler's Restaurant & Oyster Bar (American, Cajun, Creole)
- Chop House New Orleans (Steakhouse, Seafood)



FAMOUS LANDMARKS

- Bourbon Street, French Quarter, Jackson Square, Garden District and Lafayette Square
- New Orleans Musical Legends Park
- Richard and Anne Bloch's Cancer Survivors Park and Plaza
- The National WWII Museum
- New Orleans Storyville Museum



NOLA FAVORITES

- Cafe Du Monde
- Big Easy Food Tours
- The Civic Theatre
- New Orleans Ghost Adventures
- Mahogany Jazz Hall
- New Orleans Carriage Tours



TRANSPORTATION OPTIONS

Getting around New Orleans is best accomplished using the iconic, affordable streetcars (\$1.25/ride), walking in compact neighborhoods like the French Quarter, or using bike shares like Blue Bikes. For convenience, ride-shares (Uber/Lyft), taxis, or the Algiers Ferry are excellent options.