

LEGAL MARKETING ASSOCIATION



TRADITION *meets* *TRANSFORMATION*

2026 LMA ANNUAL CONFERENCE

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

Justification Toolkit



STEP 1: Identify Your Firm's Motivation

To effectively justify your attendance, you will need to articulate the connection between your firm's knowledge and skill requirements and how attending the conference can help you meet those needs. Below are some questions your manager may have and suggested answers you could give.

What is the LMA Annual Conference?

The LMA Annual Conference is the largest global continuing education event for legal marketing and business development professionals. From April 20-22, 2026, more than 1,300 legal marketers from firms of all sizes, along with industry partners, will attend to learn about and discuss changes within the industry, identify solutions to current challenges and uncover opportunities to meet their firms' goals.

What is the benefit of the networking?

I will meet legal marketers and business development professionals at every career stage. There will be legal marketers from law firms of various sizes and from across North America, Europe and beyond. This represents a large pool of experiences, ideas and solutions I will be able to tap into — both during and after the event. In addition to law firm colleagues, there will be a wide variety of solution providers in attendance, giving me the opportunity to evaluate new products and services that may benefit our firm and stay ahead of the curve.

How will your firm benefit from your attendance?

Through interactive workshops and discussions, I will learn about strategies used to generate new business and achieve a competitive edge in today's legal landscape. The conference program also gives me access to the 'voice of the client' to better understand the shifting priorities of firm clients — as well as how to utilize technology in a meaningful way. I'll return with actionable ideas and new perspectives that will help our firm navigate today's evolving business environment.

How will your firm's reputation benefit?

Beyond bringing vital information back to the firm, I will also be a representative for the firm and ensure that we are increasing brand awareness amongst our industry peers and leading industry partners.

STEP 2: Identify How Your Attendance Will Meet Your Firm's Needs

Use the following table to help you determine how your attendance will meet the needs of your firm (see example below).

CURRENT NEEDS	HOW ATTENDING LMA26 WILL HELP MEET THOSE NEEDS
<ul style="list-style-type: none">• Improve client experience and retain existing clients• Generate new business• Enhance the visibility of your firm and improve the legal marketing team• Gain insights in to how other law firms are addressing today's business environment	<ul style="list-style-type: none">• Attend 1 of our 4 Pre-Conference Programs that are tailored to various LMA audiences, covering topics including innovation, business development and more• Learn innovative approaches and strategies to drive new business to your firm• 30+ sessions covering essential to advanced competencies in legal marketing and business development• Hear case studies from clients and in-house legal marketing professionals on how priorities have shifted and what they foresee coming

Now it's your turn! Use the table to enter current needs unique to your firm.

CURRENT NEEDS	HOW ATTENDING LMA26 WILL HELP MEET THOSE NEEDS

STEP 3: Make the Ask and Receive Approval to Register

Now that you've identified the benefits to your professional development and your firm, below is a template that you can customize and use in your communication with your manager.

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SUBJECT

Upcoming Professional Development Opportunity: The 2026 LMA Annual Conference

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Hi [Insert Name],

I am interested in attending the 2026 LMA Annual Conference, held April 20-22, in New Orleans. I have outlined below the direct business benefits to the firm as well as how attending would positively impact my professional growth. If you have any questions, please let me know, and I will be able to provide additional information.

The LMA Annual Conference is the largest and most important gathering of legal marketing and business development professionals and an opportunity for me to learn from thought leaders in this space. The event attracts more than 1,300 legal marketers — from CMOs to specialists — from law firms of all sizes.

This year's event is especially important as our law firm continues to successfully advance and look for new ways of attracting and retaining business. No other conference provides the same high-caliber, actionable education that legal marketers like me need to succeed.

I've also outlined some of the business opportunities our firm has and how this conference can help us find actionable solutions. After the conference, I will provide you and the team with a full conference summary outlining the lessons I learned and my recommendations for how we can implement them.

[Insert benefits identified in step 2 or specific sessions or topics offered that are most relevant to your firm.]

The specific benefits to our firm resulting from my attendance at this year's annual conference are substantial, making this an appropriate use of our professional development budget and my time. Group rates are also available and a great opportunity for more of our colleagues to participate in this timely content at a fraction of the cost.

If I register early, I can take advantage of early-registration discounts.

I appreciate your consideration of my request. If you would like to discuss this further, please let me know.

Sincerely,
[Insert Your Name]