

LEGAL MARKETING ASSOCIATION



TRADITION *meets* *TRANSFORMATION*

2026 LMA ANNUAL CONFERENCE

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



Check out this program-at-a-glance for an overview of education sessions, networking events, activities and more. Download the “**LMA Conferences**” app for the most current information, the speakers and locations and to plan and curate your experience.

All details are subject to change. All times listed in Central Daylight Time.

Monday, April 20

7 a.m. – 7 p.m.
Conference Registration

7 a.m. – 7 p.m.
Well-Being Room Open

7:30 – 8 a.m.
Pre-Conference Morning Refreshments
Additional Registration Required

8 a.m. – 2 p.m.
Pre-Conference Programs
Additional Registration Required

11:30 a.m. – 4 p.m.
CMO Experience

11:30 a.m. – 12:30 p.m.
CMO Experience Lunch
Sponsored by Litera

Don’t miss an LMA26 Session!

Attendees will receive the conference recordings bundle for a complete learning experience after the conference.



12:30 – 1:45 p.m.
CMO Experience Opening Keynote:
The Neuroscience & Practice of Leading Change
Featuring Dr. Jake Tuber
Sponsored by LexisNexis InterAction+ AI

2 – 2:45 p.m.
Friends of Bill W.

2 – 3 p.m.
CMO Experience Workshop: Equipped for Evolution:
The Resilient & Adaptive CMO

2:30 – 3:15 p.m.
Meet-Ups
First-Time Attendees Sponsored by Calibrate, Second Chairs, Small Teams, Solo Travelers and LMA26 Speakers

3:15 – 4 p.m.
CMO Meet-Up
Sponsored by LexisNexis InterAction+ AI

3:30 – 4:15 p.m.
Breakout Sessions

- Business of Law Fundamentals: How to Connect Law Firm Strategic Plans with Operations
- Essential Lessons We Learned From 60 Rainmakers Around the World (Who Happen to Be Women)
- Is Your Firm Invisible? How AI Search Decides Who Gets Found - And How to Fix It Before Your Competition Does (Squiz)
- The Human Advantage: Leading Through Transformation
- Trust, Relevance, and AI: What GCs Really Want in Thought Leadership

4:30 – 5:45 p.m.
Opening General Session
Applied Curiosity: The Hidden Power Behind Breakthrough Ideas
Featuring Carla Johnson

5:45 – 7:30 p.m.
Welcome Reception in Marketplace

Tuesday, April 21

7 – 7:45 a.m.
Friends of Bill W.

7:15 – 8:15 a.m.
Grab-and-Go Breakfast

7:45 a.m. – 5 p.m.
Conference Registration

8:15 a.m. – 7 p.m.
Well-Being Room Open

8:15 – 9:30 a.m.
General Session
Transformative Leadership: Succeeding in Difficult Environments
Featuring Cassi Chandler
Sponsored by Litera

- Hall of Fame Inductee Presentation

9:30 a.m. – 5 p.m.
Marketplace Open

9:30 – 10 a.m.
Networking Break in the Marketplace

10 – 10:45 a.m.
Breakout Sessions

- Building High-Value Relationships: How the Internal Client Journey Advances Marketer Influence
- Building Practice Management for Stronger Leadership & Smarter Growth
- From Shelfware to Revenue: Turning Legal Tools into Business Growth (Litera)
- The Five Pillars of AI Visibility: A Framework for Being Found, Not Ignored
- Winning the Litigation Pitch: Turning Advocacy into Opportunity

10 a.m. – 12:15 p.m.
CMO Roundtable: The Evolving Role of the CMO/ CMBDO: What’s Enduring, What’s Changing

11 a.m. – 12:15 p.m.
Breakout Sessions

- After the Parade: Turning Lateral Hires into Long-Term Wins
- Data Lakehouses: Transforming How Law Firms Go to Market
- Navigating Transforming Landscapes: Building Client Success with DEI
- When the Band Comes Together on Advancing AI: Expertise, Trust, and Technology in Sync (LexisNexis InterAction+ AI)
- You Coach the Attorneys. Who Coaches Your Team?

12:15 – 1:30 p.m.
Lunch in the Marketplace

1:30 – 2:30 p.m.
Breakout Sessions

- Chatham House Rule on Balancing Strategy, Execution & Influence: Thriving in the Second Chair (Leading With Impact Pre-Conference Program registration required)
- Elevate Your Impact: Innovative Strategies to Help Your Lawyers Win the Work They Want (BIG)
- Fishbowl Peer Exchange: How Human Talent and Smarter Tech are Redefining Law Firm Growth
- Hospitality vs. Strategy: Rethinking Entertaining with Purpose
- Priced to Win: How AI Is Reshaping the Firm-Client Value Conversation
- Think Like an Editor: Run Your Marketing Like a Newsroom



Need to reenergize?
Head to the Marketplace for complimentary coffee and tea.

1:30 – 2:30 p.m.
CMO Roundtable: Talent, Teams, and the Next Generation of Legal Marketing Professionals

2:30 – 4 p.m.
Networking Break

- Activity in the Marketplace — Build-a-Bike

4 – 5 p.m.
Breakout Sessions

- Consolidation is the New Normal: How Legal Marketers Can Lead During Mergers
- Demystifying Legal Operations for Marketing: How Firms Can Work With and Procure Corporate Legal Services
- GEO Beyond the Buzzword: Benchmarks, Metrics, and the Tools to Actually Track It (One North)
- Intelligence Face-Off: A Live Debate about the State of CRM
- The Art of the Brief

6 – 7 p.m.
Evening Reception
Sponsored by One North

Stay Connected – Wifi
Network Name: LMA2026 | Password: Cirrom
Sponsored by Cirrom



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“LMA Conferences”



Registration and Marketplace:

Level 1

General Sessions and CMO Experience:

Level 2

Breakout Sessions:

Level 3

Wednesday, April 22

6:15 – 7 a.m.

Early Bird Yoga

7:15 – 8 a.m.

Friends of Bill W.

7:30 a.m. – 12:45 p.m.

Conference Registration

8:15 – 9:30 a.m.

General Session

A Case Study of Agility in a Complex Geopolitical Landscape

Featuring Kerry Price, Richard Wolfson and Michael Coston

- Annual Meeting of the Members

8:15 – 12:45 p.m.

Well-Being Room Open

9:30 – 11 a.m.

Brunch in the Marketplace

9:30 – 11:45 a.m.

Marketplace Open

11 – 11:45 a.m.

Breakout Sessions

- Building a Law Firm Alumni Program from the Ground Up: How to Shift Mindsets, Harness Resources, and Create Value
- Change Management + Lawyers: Why Trying to Persuade a Persuader Doesn't Work

- From Decent to Great: How to Develop a Compelling Proposal Response
- Make it Click: Empowering Attorneys to Create Video Content That Converts
- Your Firm Doesn't Have a BD Strategy Problem: Fixing the Execution Gap (PipelinePlus)

Look for **color-coded tables in the Marketplace** and grab matching beads from the LMA Hub to connect with other in your Body of Knowledge areas of interest!

11 a.m. – 12:45 p.m.

CMO Experience Closing Keynote and Workshop: From Noise to North Star: Leading Law Firm Marketing Through AI Transformation

Featuring Jennifer Leonard and Bridget McCormack

Noon – 12:45 p.m.

Breakout Sessions

- Build a Strategic Video Content Engine: A Step-by-Step Framework to Turn One Shoot Into a Library That Drives Results (Gittings Global)
- Chatham House Rule on Communicating from the Middle: Managing Up, Down & Across to Drive Change (*Leading with Impact Pre-Conference Program registration required*)
- Innovating from the Inside: How Legal Marketers Drive Firmwide Transformation
- Leading With Conviction: Transforming Institutional Crisis into Client Opportunity
- Succession Planning with Purpose: Driving Growth and Protecting Relationships

Follow us on social and share conference highlights using **#LMA26!**



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