

Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

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Key Takeaways from LMA? ILN Marketers Speak - Morgan Leigh Horvitz

At the LMA Conference in Orlando, there were over 1,100 attendees. We were inundated with tips, new ideas, new products, networking opportunities, and more. It's often hard to distill the entire conference into a few takeaways to bring back to the office and act on.

To get at some of the valuable nuggets from the conference, I asked ILN legal marketer, [Morgan Leigh Horvitz](#), Manager of Client Relations for member firm [Beirne, Maynard & Parsons LLP](#) in Houston to comment on her key takeaways and the most valuable session.

What was your key takeaway from the LMA Annual Conference?

Morgan: The first was to spend some time looking at our website on mobile devices, and trying to make our mobile site user-friendly and re-design it to help people who are looking for specific information while on-the-go.

Another was the need to really differentiate ourselves in our proposal-writing and client service. With legal spending by companies not increasing much, the competition is going to be much more stiff.

My third key takeaway was to work on our marketing materials. Clients are less interested in all of the details about the firm, and more interested in what the firm can do for them. Win records, brief and useful information about the firm, and how the firm can service the client (solve problems creatively, save money through efficiency) need to be highlighted.



Which session did you find most valuable and why?

Morgan: I found the "Breaking the Brochureware Approach" pre-conference session to be the most helpful. We looked at how clients view websites and marketing materials, what they are looking for, and how we can meet their informational needs while promoting and differentiating the firm.

Other LMA attendees - what are your key takeaways? Which sessions did you find the most valuable?

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