



LMA Midwest at Milwaukee Luncheon Senior Marketer Business Development Roundtable

Date

Thursday, September 9,
2010

Time

11:30 AM - 12:00 PM
Networking & Lunch
12:00 - 1:00 PM
Program

Location

Foley & Lardner LLP
777 East Wisconsin Avenue
40th Floor
Milwaukee, WI 53202

Cost

\$25.00
Pre-Registered LMA and AAM
Members

\$35.00

Non-Members, Guests, and
ALL REGISTRATIONS after
September 6

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Presented in conjunction with



The economy has created a heightened sense of urgency and interest in the function of business development in law and accounting firms, requiring marketers to bring a new layer of sophistication to a firm's sales and business development initiatives. This program will facilitate open discussion among senior level law and accounting firm marketers to address how to build and nurture sales cultures in their firms, and identify what's working in order to lead their own firms in business development.

At this program, participants will:

- Learn from industry peers to understand and identify key trends, best practices and issues affecting business development in law and accounting firms
- Have an opportunity to ask peers for their perspectives on issues related to business development
- Come away with actionable ideas and best practices for business development initiatives

Registrants will receive a brief listing of thought leadership questions to serve as discussion points for consideration in advance of the seminar, so please register early to allow time for review.

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**Moderator: Megan McKeon, Marketing Director,
McDonnell Boehnen Hulbert & Berghoff LLP**

Megan has spent more than five years as the senior marketer at intellectual property law firm McDonnell



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Boehnen Hulbert & Berghoff LLP, where her efforts have saved the firm tens of thousands of dollars and garnered recognition from legal marketing peers. Prior to her tenure at MBHB, Megan was a marketer at personal injury firm Corboy & Demetrio and at general practice firm Schiff Hardin LLP. She has a J.D. and an M.B.A., and is active in LMA Midwest.

Register Yourself

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QUESTIONS?

Please contact Pagette Fischer at pkfischer@foley.com. We look forward to seeing you at the program.

IMPORTANT NOTE

Please note, late registrants and walk-ins will be charged the non-LMA/AAM member rate of \$35. Please register by September 6, 2010, to obtain the member rate. LMA Midwest policy states that all no-shows will be billed unless registration is canceled by Monday, September 6, 2010.