



**RainDance**

Day 1: SCHEDULE Wednesday, June 4th	Legal Sales and Service Program
 <b>Registration Caffeinated Connections</b>	Registration, Breakfast and Networking
 <b>Scaling Sales Impact with RISE</b>	Scaling Sales Impact with RISE: A morning sales workshop on Scalability, Strategic Design and Tactical Roll Outs <b>Christie Cáceres, Chief Business Development and Marketing Officer (CBDMO), Sheppard Mullin and Darryl Cross, U.S. Executive Sales Coach, Norton Rose Fulbright</b>
 <b>Networking Lunch</b>	RainDance Hail Storm   Rain Intelligence
 <b>RainDance Kickoff</b>	Welcome to RainDance 2025 <b>Chris Newman, President, Board of Advisors</b>
 <b>SESSION 1</b>	The Short List - How to Drive Business Development by Focusing on the People Who Matter Most   <b>Best Selling Author: David Ackert, CEO &amp; Co-founder, Pipeline Plus</b>
 <b>SESSION 2</b>	RainDance Hail Storm <b>Mohammed Rashik, CEO Rain Intelligence</b>
 <b>Networking Break</b>	Build Your Network   Connect with New and Existing Contacts Networking Exercise
 <b>SESSION 3</b>	Research Study Results: How Law Firms are Compensating Sales Professionals   <b>Derek Jones, Acuigen</b>
 <b>SESSION 4</b>	Data Driven Cross-Selling Strategies <b>Suzanne Reed, CMO, LBMC and Tim Keith, CEO, Proense.ai</b>
 <b>SESSION 5</b>	Creating Client Experiences: What We Can Learn from United's Premium Services Strategy   <b>Alex Dorow, Managing Director, Lounges/Premium Services, United Airlines</b>
 <b>SESSION 6</b>	AI Sales Enablement and Emerging Tech - AI Prompts
 <b>Networking Break</b>	Build Your Network   Connect with New and Existing Contacts Networking Exercise
 <b>SESSION 7</b>	<b>SURPRISE STAR POWER SPEAKER</b>
<b>Day 1 Wrap Up</b>	Dew Drops Wrap Up Day 1
 <b>Session 8</b>	<b>LSSO's 2025 Sales and Service Awards Ceremony</b>
<b>RainDance RECEPTION</b>	



# RainDance

<b>Day 2: SCHEDULE</b> <b>Thursday, June 5th</b>	<b>Legal Sales and Service Program</b>
 <b>Registration Caffeinated Connections</b>	Registration, Breakfast and Networking
 <b>Day 2 Kickoff</b>	Hail-O and Welcome Back!
 <b>SESSION 9</b>	Leadership: What's Your Style? <b>Kyle Sandwith, De Novo, Inc.</b>
 <b>SESSION 10</b>	Build Your Network: The Shoemaker's Children <b>Paula Zirinsky, Zirinsky Strategy</b>
 <b>Networking Break</b>	Build Your Network   Connect with New and Existing Contacts Networking Exercise
<b>SESSION 11</b>	TBD
 <b>SESSION 12</b>	Client Intelligence for Growth <b>NEXL</b>
 <b>SESSION 13</b>	RainDance Rap: Table Discussions on Hot Sales and Service Topics and Challenges
 <b>Networking Break</b>	Build Your Network   Connect with New and Existing Contacts Networking Exercise
 <b>SESSION 14</b>	Behavioral Economics: Why People Do What They Do? <b>Jessica McBride, Co-founder of Good Thinking</b> <b>Jerry Rosenthal, Co-founder of Good Thinking</b>
 <b>SESSION 15</b>	RainDance Rapid Fire Client Panel <b>Association of Corporate Counsel (ACC)</b>
 <b>Networking LUNCH</b>	Build Your Network   Connect with New and Existing Contacts Networking Exercise
 <b>SESSION 16</b>	Teaming Up for Success   Finance, IT, Talent Recruitment, Information Resources, Professional Development, Business Development   <b>John Albrighton, Director of Marketing and Business Development, Neal Gerber &amp; Eisenberg</b>
 <b>SESSION 17</b>	Award Recipient Case Studies   Creativity and the Law: Design a Better Value Proposition   <b>Previous Award Winner</b>
 <b>Dew Drops Wrap-Up</b>	<b>RainDance 2025 Reflections</b>