



RainDance

DAY 1: SCHEDULE Wednesday, June 4th	Legal Sales and Service Program
 Registration Caffeinated Connections	Registration, Breakfast and Networking
 Scaling Sales Impact with RISE	<p>8:30 am - 11:30 am Scaling Sales Impact with RISE: A morning sales workshop on Scalability, Strategic Design and Tactical Roll Outs Christie Cáceres, Chief Business Development and Marketing Officer (CBDMO), Sheppard Mullin and Darryl Cross, U.S. Executive Sales Coach, Norton Rose Fulbright</p> <p><i>This interactive workshop introduces the RISE framework—Recruit, Immerse, Sustain, Expand—a structured approach to launching scalable sales initiatives that engage lawyers, reinforce learning, and expand quickly. Participants will work through real-world challenges with their peers and develop actionable strategies to ensure their firm's sales efforts do not remain small. They grow exponentially, and that is what delivers results.</i></p>
 Networking Lunch	<p>11:45 am - 12:45 pm Meet new colleagues and say hello to old friends!</p>
 RainDance Kickoff	<p>12:45 pm Welcome to RainDance 2025 Chris Newman, President, LSSO Board of Advisors</p>
 SESSION 1	<p>1:00 pm The Short List - How to Drive Business Development by Focusing on the People Who Matter Most Best Selling Author: David Ackert, CEO & Co-founder, Pipeline Plus</p>
 SESSION 2	<p>1:25 pm RainDance Hail Storm: An interactive popular feature. Throw us your questions! RainDance Co-Emcees, Patrick Fuller and Jill Zwetchkenbaum</p>
 Networking Break	<p>1:40 pm Build Your Network Connect with New and Existing Contacts Networking Exercise</p>
 SESSION 3	<p>1:55 pm Research Study Results: How Law Firms are Compensating Sales Professionals Derek Jones, CEO, Acuigen and Chris Newman, President LSSO BoA</p>





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 SESSION 4	<p>2:25 pm Data Driven Cross-Selling Strategies Suzanne Reed, CMO of LBMC and Tim Keith, CEO, Propense.ai</p> <p><i>Most law firms know they could be doing more to expand client relationships - but few have cracked the code on how to do it effectively. In this session, Suzanne Reed, CMO of LBMC, and Tim Keith, CEO of Propense.ai, will share how LBMC is leveraging data to overcome common cross-selling roadblocks. They'll explore why traditional approaches fall short, how to use your firm's internal data and external market events to surface new opportunities, and what it takes to turn insights into action. If your firm is looking for a smarter, more strategic, and more proactive way to grow existing client revenue, this is a session you won't want to miss.</i></p>
 SESSION 5	<p>2:50 pm Creating Client Experiences: What We Can Learn from United's Premium Services Strategy Alex Dorow, Former Director, Lounges/ Premium Services, (new similar role TBA) United Airlines and Christie Cáceres, Chief Business Development and Marketing Officer (CBDMO), Sheppard Mullin</p>
 SESSION 6	<p>3:25 pm AI In Action: How Law Firms Are Using AI for Marketing and Business Development Jonathan Fitzgarrald, CEO, Equinox Strategy</p> <p><i>Artificial intelligence is reshaping how law firms attract, engage and retain clients. Hear how firms are leveraging AI-powered tools to personalize outreach, enhance client targeting, streamline content creation, and uncover new business opportunities. You'll walk away with practical insights into emerging technologies and actionable strategies for integrating AI into your marketing and business development efforts.</i></p>
 Networking Break	<p>3:45 pm Build Your Network Connect with New and Existing Contacts Networking Exercise</p>










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 SESSION 7	<p>4:00 pm KEYNOTE SESSION: Behavioral Economics: Why People Do What they Do? Jessica McBride and Jerry Rosenthal, Co-founders, Good Thinking</p> <p><i>Dive into the world of irrationality. Our everyday behaviors shape Process Improvement & Change Management. Embrace the fact that we're all a bit irrational - it's normal. Let's harness this predictability to boost our sales & marketing strategies. This is a fun, informative interactive presentation!</i></p>
 Day 1 Wrap Up	<p>4:45 pm Dew Drops Wrap Up Day 1 RainDance Co-emcees: Patrick Fuller and Jill Zwetchkenbaum</p>
 SESSION 8	<p>4:55 pm LSSO's 2025 Sales and Service Awards Ceremony</p>
	<p>5:30pm RainDance RECEPTION</p>



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DAY 2: SCHEDULE Thursday, June 5th		Legal Sales and Service Program	
	Registration Caffeinated Connections	7:45 am Breakfast	
	Day 2 Kickoff	8:30 am Hail-O and Welcome Back!	
	SESSION 9	8:40 am Leadership: What's Your Style? Kyla Sandwith, De Novo, Inc.	
	SESSION 10	9:10 am Build Your Network: The Shoemaker's Children Paula Zirinsky, Zirinsky Strategy	
	Networking Break	9:25 am Build Your Network Connect with New and Existing Contacts Networking Exercise	
	SESSION 11	9:45 am Data Driven Strategies for Predicting Litigation, Lead Generation and Growing Revenue Mohammed Rashik, CEO, Rain Intelligence	
	SESSION 12	10:10 am The Old Growth Playbook is Dead. Meet Your Client Intelligence Engine Ed Lovatt, Senior Account Director, Nexl <i>Billing rate hikes and realization metrics aren't enough anymore. In this session, we'll break down why traditional growth levers are losing power—and what a modern, data-informed business development playbook looks like. Discover how leading firms are using client intelligence to focus their teams, create & align business plans, and turn strategy into meaningful action.</i>	
	SESSION 13	10:35 am RainDance Rap: Table Discussions on Your Hottest Sales and Service Topics and Challenges	



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DAY 2: SCHEDULE Thursday, June 5th		Schedule Continued...
	SESSION 14	11:30 am Rapid Fire Client Panel, A RainDance Five Star Fave! Dennis Garcia, Assistant General Counsel, Microsoft Katherine Sams, Chief Legal Counsel, Americas, DeLaval and Jacquelyne Belcastro, General Counsel, Norsk Hydro
	Networking Lunch	12:30 pm Build Your Network Connect with New and Existing Contacts Networking Exercise
 	SESSION 15	1:30 pm Collaboration for Success John Albrighton, Director of Marketing & Business Development and Diana Koppang, Director of Research & Competitive Intelligence, Neal Gerber & Eisenberg <i>Collaboration today is imperative to any firm's success. John and Diana will share how their integrated efforts and collaboration align market insights with strategic growth initiatives to drive client engagement and firm expansion at their firm. By combining competitive research with targeted marketing and business development strategies, they will discuss how their partnership enhances decision-making and positions the firm for long-term success.</i>
	SESSION 16	2:00 pm A Straightforward Strategic Account Management Plan that Will Add Fuel to Your Client Team's Strategy Silvia L. Coulter, LawVision Principal and co-author, SAM-Legal: Turning Key Clients into Strategic Accounts and Chris Landry, Co-founder, SigParser
	SESSION 17	2:30 pm Hail Storm
	Dew Drops Wrap-Up	2:45 pm RainDance 2025 Reflections