

2010
LEGAL MARKETING
ASSOCIATION
ANNUAL CONFERENCE

MARCH 10 - 12, 2010
HYATT REGENCY DENVER, COLORADO



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PATHWAYS TO INCREASING PROFITABILITY



Thursday, March 11, 2010

Track One – The Business of Law

2:30-3:30

Current Macro Economic Trends and the Impact on Practice Areas

Law firms have been through a difficult recession and it has taken a toll on overall billings, profits per partner and leverage ratios. This presentation will take stock of where the legal profession has been and where it is going. It will marry macro trends with firm-level strategies designed to return law firms to their pre-recession financial health. Learn how CMOs can contribute to the strategies and tactics that achieve this result. By the end of this presentation, the audience will:

- Understand the macroeconomic trends that are shaping firm-level practices and performance
- Become aware of the firm-level tactics for dealing with the downturn
- Improve their capacity to contribute to firm-level strategies to improve profitability

Presenters:

Adam L. Stock, Director of Marketing and Business Development
Allen Matkins Leck Gamble Mallory & Natsis LLP

John Hodder, Chief Marketing Officer
Paul, Weiss, Rifkind, Wharton & Garrison LLP

Michael Grant, Partner, Business Analysis
ShiftCentral Inc.

Kevin Kelly, Director of Marketing
Parker Poe Adams & Bernstein LLP