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2011

CONTINUING MARKETING EDUCATION
CONFERENCE | richmond, virginia

Legal Marketing Association: Virginias Chapter Holds Industry Conference *Conference to Include National and Regional Speakers in the Legal and Legal Marketing Arena*

RICHMOND, July 7, 2011 – The Legal Marketing Association: Virginias Chapter will be hosting a regional conference which will examine trends and provide valuable insight into the legal marketing industry. The 2011 Continuing Marketing Education Conference will be held at the University of Richmond on October 14, 2011 from 8:30am – 7:30pm.

“This conference is the first of its kind for this region,” said Christine Barth, President of the Legal Marketing Association: Virginias Chapter and Senior Business Development Manager in Troutman Sanders’ Richmond office. “We are thrilled to have so many veterans in the legal and legal marketing profession join us. They are on the front lines of what is going on in our industry and what we can expect over the next several years.”

Speakers at the conference include: Norm Rubenstein, Principal at the Zeughouser Group, Christian Munson, Associate Vice-President at CRT/tanaka, Steve Bell, Chief Development Officer at Womble, Carlyle, Sandridge & Rice, Felice Wagner, Chief Business Development Officer at Sutherland Asbill & Brennan, Cari Brunelle, Vice-President at Hellerman Baretz Communications, and others.

The conference will include a panel of law firm managing partners from the mid-Atlantic region who will share their perspective on sustaining a culture of marketing within law firms. That will be followed by a series of break-out sessions followed by presentations on business development.

“I am pleased to be participating in the first annual Continuing Marketing Education Conference,” said John Hodder, Chief Marketing Officer at Paul Weiss. “This event offers a unique forum to discuss the future of legal marketing in the post-Great Recession environment.”

Registration is \$199 for Legal Marketing Association members and \$249 for non-Legal Marketing Association members. Prices increase after September 2, 2011. To register please contact Emily Krause at (804) 257-7570 or visit www.lmavirginiascme.com.

The conference is open to law students, attorneys, marketing and legal marketing professionals, as well as all interested parties. For more information please visit www.lmavirginiascme.com.

About LMA Virginias

The Virginias Chapter was formed in 1999 and has grown to represent dozens of law firms and service providers throughout Virginia and West Virginia. LMA’s premier goal is to provide timely information and vital education on a variety of issues so its members may grow professionally as well as personally. At its core, LMA provides a forum -- for those working in legal marketing, business development, communications and client service -- to share and exchange ideas. The Virginias chapter holds monthly programs in the Richmond metro area, and our Hampton Roads City Group holds monthly breakfast meetings in Norfolk. For more information, please visit: www.legalmarketing.org/virginias

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