



[www.LMAVirginias.org](http://www.LMAVirginias.org)



*Providing members vital and timely information on a wide variety of legal marketing issues, so that they may grow professionally as well as personally.*

## Call for Mid-2009 to Mid-2010 Presenters

The Legal Marketing Association Virginias Chapter is accepting proposals to present programs to our members for mid-2009 through mid-2010. Our chapter has an active membership focused on legal marketing and regularly attracts additional attendees including attorneys, various professional services companies, and organizations based in Richmond and the surrounding regions. We also feed information and programming options to three City Groups, including one based in the Virginia Beach/Hampton Roads area, one in the Roanoke area, and one in the Charleston, West Virginia area. In 2008, our programs consistently attracted between 30 and 60 professionals.

### What We Want to Offer Our Members

#### New voices

Our Chapter is committed to bringing dynamic speakers and innovative programming to Virginia's legal marketing community. While we do not have a prohibition against speakers presenting to our membership in consecutive years, in order to create opportunities for showcasing new voices and perspectives, preference will be given to those speakers who have not presented to our chapter in the past 12 months.

#### Fresh ideas

In addition to new voices, we want to offer our members interactive programs that will challenge them. We avoid repeating topics too frequently. For reference, the following were among our 2008 program topics:

- *Resolve to Manage Your Time in 2008;*
- *Building and Sustaining a Sales and Marketing Culture at Your Law Firm;*
- *Legal Marketing Trends - Looking Into the Future;*
- *Lighting a Fire Under Business Development, Turning Up the Heat Without Getting Burned;*
- *Creating Meaningful and Effective Advertising;*
- *Client Satisfaction Surveys, A Strategic Approach;*
- *Do You Know What Success Looks Like? Marketing Plans and ROI;*
- *Thar's Gold in Them Hills: Mastering the Art and Science of Cross-selling;* and
- *Make the Most of Your Marketing Department Whether it's an Army or an Army of One.*

#### Program format options

We typically have luncheon or breakfast programs lasting up to two hours - 90 minutes of which is set aside for the program itself. If you have an idea for a half-day workshop or full-day training session -- or a 60-90 minute webinar -- we are open to alternative formats.

## Takeaways

Our members want skills and tools they can use immediately. The ideal program will include practical advice, tips, shortcuts and “real world” examples. In addition, ideal programs will include “value-added” reference takeaways such as checklists, outlines, presentations and articles or further reading suggestions that support the presentation and can help attendees implement concepts presented. The LMA Virginias Chapter also posts these items on its web site for use and reference by the entire membership.

## What We Want From You

### Contact info

Give us your complete contact information -- name, title, firm/company, phone number, fax number, email address, and website URL.

### Program pitch

Along with suggested title, provide us with a brief overview of your program. Describe why you think the program would be of interest to our members and what attendees can expect to take away from your session. Please also note the level of audience experience for which you believe your program is best suited, -- i.e., entry-level overview, mid-level, senior/experienced (or all levels). *Our preference is overview or mid to senior level so the program appeals more broadly.*

### Details

1. Recommend a program format you believe would be most effective.
2. Identify any costs you would request LMA cover. (We typically limit reimbursements to up to \$500 for travel costs only. Speaker fees are rarely paid but are at the discretion of the Chapter Board.)
3. Address how you would present this information, i.e., PowerPoint, panel discussion, interactive workshop, multimedia presentation, etc.
4. Indicate whether you would be willing to (or would prefer to) present your program to one of our Virginia City Groups (Roanoke, Hampton Roads or Charleston, WV area) -- either in addition to, or in lieu of presenting to the membership in the Richmond area.

### Background info

Include a brief resume or biographical sketch for all of the proposed presenters. You may also include general marketing materials if appropriate to your pitch. Also, please provide names and contact information for at least **two references** who would recommend your program.

### Invitation Text

Include a one to two paragraph description of the program and the speaker’s background specifically crafted for our Secretary to include in the invitations that are emailed to our members. (We reserve the right to edit text, based on our familiarity with our membership, for optimal audience turnout.)

### Keep it short

Excluding biographies and general marketing materials, please limit your response to two pages.

### E-mails only, please

E-mail your proposal (you can also email any questions you may have to this address), **preferably in a Microsoft Word document**, to **Russell Lawson**, [rlawson@sandsanderson.com](mailto:rlawson@sandsanderson.com). If you are including supporting marketing materials, they may be attached in pdf format. **Please include the words**

**“Response to LMA Virginias Call for Presenters” in the subject line** of your e-mail containing the proposal.

**Deadline**

The deadline for submissions is **October 14, 2008**. We will not consider proposals received after this date.

**What You Can Expect From the Program Committee**

The Program Committee and Board will select presenters by the last week of November and will notify all presenters of our decisions by mid-December. We look forward to hearing your creative ideas!