
LEADERSHIP FOR LAWYERS^{LLC}

CMO Roundtable

Interact, engage and connect with marketing leaders from around the country to test new ideas, benchmark progress and learn best practices from each other in a confidential and highly interactive format.

October 27 & 28, 2016
Magnolia Hotel, Denver, CO

October 26 **Welcome Reception - 7:00 pm**

October 27 **Stout Room, Magnolia Hotel**

8:00 am Continental Breakfast, Introductions and Welcome

8:45 - 10:30 Trends in Business Development Strategies in Professional Services
Doug Johnson, Principal, Catapult Growth Partners

10:30 - 12:00 noon Group Discussion - How do these trends affect you and your firm?

12:00 - 1:00 Lunch

1:00 - 2:30 Technology - Using Artificial Intelligence and Big Data in Marketing,
Business Development and Practice Management - *Patrick Fuller, Neota Logic*

2:30 - 2:50 Break

2:50 - 4:00 How Procurement Departments are Influencing and Buying Professional
Services - *Silvia Hodges Silverstein, CEO, Buying Legal Council (via Skype)*

4:00 - 5:30 Roundtable Discussion (participants provide topics)

7:00 Dinner

October 28 **Stout Room, Magnolia Hotel**

8:30 - 10:30 Leadership Workshop - Change Style, Change Management and Growth
Mindset - *Mark Beese, Leadership for Lawyers*

10:30 - 12:00 Roundtable Discussion (participants provide topics)

12:00 Conclude (lunch optional)

For additional program information and to register,
please contact Karen Rosen at karen@duxlex.com or 720-271-7015.