

Speaking Engagements & Resources

PRESENTATIONS & PROGRAMS

Linda LaBrie presents frequently at various professional, industry-specific and client-sponsored retreats, conferences and seminars:

- Building a Sales Culture: How Professional Development and Marketing Took the Lead and Got It Done – PDI Annual Conference, Washington, DC
- Legal Marketing in 2010! - Partner Presentation; Roberts, Carroll, Feldstein & Peirce
- Deepening Client Relationships: The First Step? Obtain Client Feedback – Partner Presentation, MN
- Key Referral Sources: Treat Them Like Valued Clients and Reap the Benefits: *A Case Study* – LMA National Conference, Atlanta, GA
- You Want to Talk to My Clients? – The Arc Group Conference, Chicago, IL
- Client Survey Results – Partner Retreat/Energy Practice Group, Washington, DC
- Speed Dating the Marketing Mavens, Association of Legal Administrators, Boston, MA
- Moderator: Key Client Panel – Law Firm Partner Retreat, Washington, DC
- Nurturing Referral Relationships – Law Firm Shareholder Presentation, MN
- A Client Feedback Program that Delivers Results – LMA, Dallas Chapter
- Create the Perfect “Pitch”: A Step by Step Process – LMA National Conference, FLA
- Learning the Legal Landscape – LMA Boot Camp, Las Vegas and Chicago
- Conducting the Client Interview – North Star Conferences, Chicago, IL
- Implementing “Triple A” Marketing Plans for Teams – Association for Accounting Marketing (AAM), National Conference, Boston, MA
- Moderator: Getting the Voice of Your Clients into Your Firms – LMA Mid-Atlantic Chapter
- What Next? Client Survey Follow-up, Law Firm Partner Presentation, Boston, MA
- Client Feedback Programs – LMA National Conference, San Francisco, CA
- What Drives the Buy Decision, Satisfaction and Loyalty of In House Counsel?, Moderator: Key Client Panel – Law Firm Client/Partner Retreat, CT
- A Client Feedback Program that Delivers Results – AAM, National Conference, TX
- Manage Client Expectations and Loyalty – Practice Development Institute, Inc. (PDI), IL
- Client Survey Follow-up: Take Action and Deliver Results – LMA New England Chapter Annual Conference, Boston, MA
- Developing a Marketing Budget Based on Firm Strategy – LMA National Conference, Palm Springs, CA
- Boot Camp Program – LMA National Conference, Los Angeles, CA
- The Marketing Director’s Role in Managing Change in a Law Firm, Senior Session – LMA National Conference, New York City, NY

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- The Use of Proposals to Develop Business – LMA, New England Chapter

KNOWLEDGE CAPITAL

Linda has authored white papers, articles and customized coaching materials on a variety of topics related to winning and keeping clients. She also wrote a chapter for a book published by the American Bar Association. The following is a sampling of her resources:

Chapter: Client Feedback Program, *The Lawyer's Guide to Marketing Your Practice*, published by the ABA, 2004

Articles:

Team Marketing: Ways to Make it Work for You, *Accounting Office Management & Administration Report*, 9/2003

Using Research to Create the Perfect Pitch, *Strategies –The Journal of Legal Marketing*, 8/2004

White Papers:

Addressing Partner Resistance to Your Firm's Client Feedback Initiative

Follow-Up Strategy: The Key to Client Feedback Programs that Deliver Results

COACHING MATERIALS

- o Talking to Your Clients: Interviewing Basics
- o Your Client Says...
- o Follow-up Strategy – The Critical Success Factor
- o Tough Questions: A Candid Business Plan Review for Practice Groups
- o Blueprint for Highly Effective Partner & Practice Group Retreats
- o 21 Benefits From Your Firm's Client Feedback Program
- o Building a Customized Client & Market Survey Instrument
- o Definition of the "Ideal" Lawyer – Your Clients' Perspective!
- o Your Referral Network: Your Source for New Business – and Best Practices!
- o Delight Your Clients – And Keep Them for Life!
- o The Importance of Reciprocity to Your Referral Sources
- o Your Clients' Top Service Expectations & Demands

For a copy of selected resources, contact linda@labrieconsulting.com