



## 2019 LMA Next SIG OVERVIEW

### Committee/SIG Description:

The LMA Next SIG provides professional development and networking opportunities for law firm marketing professionals with fewer than ten years of experience at a law firm or agency. There are more than 250 members in the SIG, representing over 130 law firms and agencies. The SIG regularly hosts roundtable meetings and networking events that are open to members of LMA New York.

### Past Programming in 2019:

- **Networking:** March - Breakfast at Le Pain Quotidien – networking opportunity for new/current members of the group to meet and mingle.
- **Panel:** June - “Always Be Commercial — A Fundamental Lesson in Successful Business (and Career) Development”
- **Panel:** November - New York Marketing Technology SIG & LMA Next: “AI is taking over...or is it?”

### Programming in 2020 (so far):

- **Networking:** New member breakfast and happy hour
- **Presentation/Panel:** Professional development panel & co-host second panel with other SIG

### Goals for 2020:

- Collaborate and host seminars with other LMA regional groups
- Plan more networking events in the coming months
- Have an seminar or networking event at least once per quarter
- Increase membership to LMA Next

### Meeting Dates:

We'll plan to have bi-monthly meetings (including roundtables and networking events). Our meetings are typically held on Tuesday, Wednesday or Thursday evenings in midtown Manhattan.

### Co-Chair Contact Information:

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