



2020 LMA Small Firm SIG Overview

The Small & Mid-Sized Firm SIG was created for in-house marketers at firms of fewer than 200 attorneys or fewer than 2 marketing personnel. Using best practices scaled to smaller firms with limited budgets and resources, programs are designed to educate marketers on current legal marketing, communications and business development trends. The SIGs programs are attended by members from all sizes. We welcome all members to participate and enhance the dialogue.

The SIG recently held two lunch programs that were well attended by members from both large and small firms:

- SEIZE YOUR STAGE: Speaking Skills that Grab Attention and Inspire Action
- Emotional Intelligence & Law Firms: Working with Intense Personalities

Goals for 2020

The Small Firm SIG aims to present three educational programs that will include time for networking with other members.

Tentative 2020 program topics*:

- Setting Goals: What is the difference between goal setting and a marketing plan?
- Elevating the Marketing role from tactical to strategic
- Innovative Ways to Strengthen Relationships with Key Clients

*Not yet scheduled

We welcome ideas for program topics as well as volunteers to host programs!

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