



## 2020 Business Development SIG Overview

### Description:

Legal marketing is evolving, and business development has become one of the most sought-after specializations in the industry today. There are significant differences between marketing and business development, and it is evident that business development deserves its own forum for discussion, sharing innovative ideas and overcoming common obstacles.

This group will be a platform for business development professionals in law firms to learn from each other and network. We will invite experts to present at roundtable discussions, engage attendees in interactive learning sessions, and offer hands-on training. Above all, we want the BD SIG to be a collaborative group that supports and encourages the personal and professional development of our members.

### Goals for 2020:

We aim to coordinate workshops that will provide a mix of personal career development advice and professional knowledge and skill training.

We tentatively expect 2020 topics to cover some of the following topics: the state of business development in the legal industry; best practices for BD professionals; decoding lawyers and their expectations of the BD team; and transforming the BD function through innovation. *Most of all, we would like feedback from the SIG members as to what YOU want to hear about.*

The Business Development SIG will meet after work and events will be held at firms in Manhattan. *We appreciate any offers or suggestions for sponsors to host!*

Please visit the LMA calendar for updates on programs.

### Co-Chairs:

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