



Mar Tech SIG

February 2020

Members

This group is comprised of LMA members who are interested in furthering their knowledge of legal marketing tech solutions, networking with others who also share that interest and sharing knowledge of best practices and the latest advances. It welcomes members from law firms and other professional service providers based in NY, CT, NJ and PA.

2020 Programming

Objectives: The Marketing Technology SIG aims to focus on digital tools and their real-world application for marketing and business development, providing professional development, networking and thought leadership opportunities through martech topic specific events in an informal setting for sharing and learning.

Format: Panels, guided discussions, networking activities, roundtable events.

2020 Programs Ideas - Tentative

- Leveraging martech for events
- Data integration within firm systems
- CCPA/GDPR Developments

2019 Sessions

- May
NY Marketing Tech SIG: So You Wanna Podcast? An Insider's Guide
- September
NY Marketing Technology SIG: Helping Your Lawyers Link in to LinkedIn
- November
NY Marketing Technology SIG & LMANext: AI is taking over... or is it?

2018 Sessions

- GDPR: The Mad Scramble for Compliance – Speakers: Helena Lawrence of Orrick, Mike Mellor of Pryor Cashman, Doug Ladendorf of Mayer Brown and Kyle Weidie of Kobre Kim
- How to Re-Design Your Website Without Killing Your SEO – Speakers: Rosa Colon of Lowenstein & Sandler, Naresh Narendran of Multimedia Solutions and Scott Rubenstein of RubyLaw.

Mar-Tech SIG Co-Chairs

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