

FROM: LEGAL MARKETING ASSOCIATION

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**LEGAL MARKETING ASSOCIATION'S 2007 ANNUAL CONFERENCE BREAKS
ATTENDANCE RECORDS**

Keynote Speaker Maya Angelou Inspires Marketing Professionals

Glenview, IL, April 5, 2007 – Today the Legal Marketing Association (LMA), a not-for-profit organization for professionals who market legal services, announced attendance figures from their 21st annual conference which took place on March 21-24, 2007. The LMA annual conference is an information exchange and networking opportunity for the legal marketing and business development industry.

This year's conference broke numerous LMA records including the highest number of conference-goers in the organization's history. Among the 195 exhibitors and sponsors and 850 attendees who participated, more than 200 were Chief Marketing Officers and Directors and 398 were first-time attendees. Like every industry, the conference is serving an increasingly global community and 11 countries were represented.

Keynote speakers included world renowned poet and human rights activist Maya Angelou; Keith Ferrazzi, author of the bestseller *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*; and branding consultant Harry Beckwith, author of *Selling the Invisible* and the just released *You, Inc.*

Nat Slavin, LMA President said, "The 2007 conference was phenomenally successful; from the sheer number of attendees to the world-class keynoters. In an increasingly competitive profession, our 30-plus educational programs and workshops provided an environment for all of our attendees to learn from the foremost thought leaders in our profession."

The conference theme, "Diverging and Converging: Shared Industries, Different Paths", addressed the explosive growth and subsequent convergence and diversification impacting the legal industry as a whole and the legal marketing profession in particular," said Jennifer Manton, Conference Co-chair and Chief Marketing Officer at Loeb & Loeb LLP.

Conference Co-Chair Terri Pepper Gavulic, a Vice President of Hildebrandt International, added of this year's success, "The programming this year was unique in that we truly recognized the varying roles and responsibilities within the legal marketing profession and offered program tracks that included something for everyone. From the positive feedback we received we know that people appreciated this diversity of educational opportunities as well as the quality of our speakers."

The conference opened with a unique and humorous satirical video that portrays the challenges and struggles of law firm marketing professionals, and the video has now found its way to You Tube, where it is reaching a broader audience

(<http://www.youtube.com/watch?v=bclHZF5Rj34>).

2007 Conference Committee members included long-time LMA members and volunteers Barbara Finley, Jenny Powell, Jeff Reade and LMA President Nat Slavin.

For more information about the Legal Marketing Association and its national chapters, visit the website: www.legalmarketing.org. For more information about the LMA's annual conference visit: <http://www.lmaconference.org/>

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