



# Legal Marketing Conferences You Should Be Attending

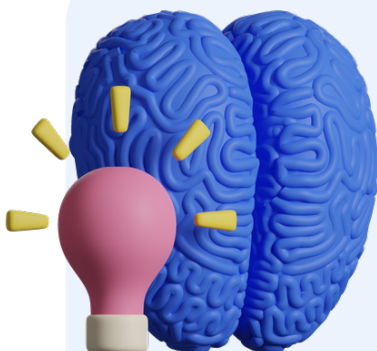
**2025 EDITION**

# Introduction

Attorney Jim had been practicing law for over a decade, steadily building his reputation as a skilled litigator in the highly competitive world of plaintiff's personal injury law. From the moment he arrived at the office each morning until the time he finally collapsed into bed at night, his days had become a whirlwind of client intakes, staff meetings, depositions, demand letters, an endless stream of emails, and, of course, daily "fires."

Though he took pride in the success of his practice, the constant pressure and demands on his time often left Jim feeling drained and disconnected from the passion that had first drawn him to the legal profession. He struggled to find the motivation that once kept his candle burning.

As he reviewed his calendar yet again, preparing for another packed week ahead, a nagging feeling of unease began to creep in. Jim couldn't help but wonder if there might be more to his career than this never-ending grind. But with so much



## Sound familiar?

If you resonate with Jim's story, you're not alone. We've all had similar seasons of work.

# Section One

## Making an Investment to Sharpen Your Ax



In moments of pressure and intensity, life just feels tougher. Law firm business owners have to be intentional about routinely stepping away from the noise and distractions to find time for reflection, ideation, and strategic planning. Without disrupting the crazy cycle, business owners will inevitably become dull.

Law firm owners have several options when they reach this point in their career. Whether it be through business coaches, consultants, masterminds, webinars, or conferences—finding a way to get away and sharpen your ax is a must.

While there are benefits to pursuing any one of those, legal conferences today have become an incredible way to get away from your office and learn from some of the brightest minds in the industry.

Most legal conferences are 2 to 3-day events filled with lectures, networking events, panel discussions, and more. These events typically cover a wide range of topics from management to marketing a law practice. The real benefit is hearing from others in the industry about challenges they have faced and how they have overcome them. Learning what opportunities are available and how to pursue them efficiently is a common advantage law firm conference attendees receive by making an investment to attend these types of events.





## I Choosing an Event

There is no one-size-fits-all conference. They are all mostly unique, made up of different organizations, personalities, approaches to business, and cultures. The only way to truly find a fit is to attend these events to see what works best for you.



I recommend you start by identifying events that cater specifically to your practice area(s). It's also important to self-reflect on areas in your business where you thrive and where you know you have real opportunities to improve. Attending events that focus heavily on the weak areas of your business will highlight practical ways to progress, increase accountability within your operations, and grow your business.

Many of these events will provide an agenda in advance of the conference, some of which even have apps to allow you to mark the sessions you wish to attend. This will help you be prepared and make the most out of your time away from the office.

## I Notable Events Worth Attending

For those in the area of personal injury, these events should be considered as you plan your conference strategy:



PILMMA, Personal Injury Lawyers Marketing & Management Association | [pilmma.org/summit/](https://pilmma.org/summit/)

This conference has been a staple for personal injury lawyer business owners seeking to grow and effectively scale and operate their law firms. The owner of the event, Ken Hardison, has built, scaled, and sold 2 highly successful legal practices



over his career. He has spent the last decade and a half educating other lawyers on how to thrive through marketing and management. They hold an annual Summit in the Spring / early Summer each year, and often host other regional events throughout the year.

## TRIAL LAWYERS SUMMIT

NTL, National Trial Lawyers | [ntlsummit.com](https://ntlsummit.com)

The National Trial Lawyers brand stands for itself. They have their annual Summit in Miami each year, usually in late January. This event is highly recommended as it boasts wonderful speakers and a great Miami experience. This is the event if you want to network with some of the most successful trial lawyers on the planet, alongside tomorrow's up-and-coming giants in the profession. This event is for lawyers seeking to improve their legal skills, stay up to date on trends in the industry, and to find great referral sources and marketing partners.



## TECHSHOW2025

ABA Techshow, American Bar Association | [techshow.com](https://techshow.com)

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# Clio Cloud Conference

Clio Cloud Conference | [cliocloudconference.com](https://cliocloudconference.com)

This is very much a tech-oriented event, hitting on topics and sessions ranging from marketing, to processes, to legal trends and technology. They attract notable keynote speakers, offer great networking opportunities, and provide useful content for legal professionals.



PIMCon | [pimcon.org](https://pimcon.org)

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## ALM | LAW.COM LEGALWEEK

LegalWeek, ALM | [event.law.com/legalweek](https://event.law.com/legalweek)

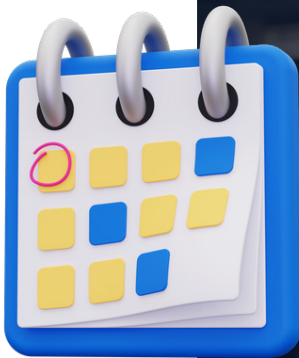
This is a week-long event that covers the latest trends impacting the legal profession. With a strong tech-flare, they cover important topics that keep law firm owners up at night: data security, AI advancements, automation, and other important themes destined to shake up a legal practice.



# LAW-DI-GRAS

Law-Di-Gras | [law-di-gras.com](http://law-di-gras.com)

If you like a little party with your conference, this may just be the event for you. Unlike most of its kind, this event brings together both doctors and lawyers to educate about injuries and litigation. The event is focused on both education and entertainment. The goal of Law-Di-Gras is to bridge the gap between lawyers and doctors and to offer lawyers the necessary tools to communicate complex injuries to patients in understandable terms.



There are more legal-focused events today than ever before. This, by no means, is a comprehensive list. I encourage every law firm owner to make a commitment to attend at least 4 events per year and continue to pursue what makes the biggest impact on yourself and your business.

## Section Two

### Getting the Most Out of Marketing and Management Events (the do's / don'ts)

While at these events, don't neglect the power of your network. Even for those who are not naturally inclined to "work a room" and meet new people, these events present an incredible opportunity to grow your connections. The legal profession is one that is often built on connections and referral relationships. Taking time away from your office to interact with like-minded professionals will not only encourage you, it will inevitably keep your firm on the forefront of referring attorneys' minds and help to increase future referred business.



It is easy to spend time at a conference wondering what is going on at the office – finding excuses to check in. I encourage you to discipline yourself to avoid this and remain "in the moment" at these events. Don't miss an opportunity to network or spend time with others. The work will be at the office when you return.

Take thorough notes, but do so through the lens of practical implementation. When you hear a good idea at the event, consider how you would use that within your own practice, alongside its priority to your business. Take detailed notes and





write down ambitious goals beside each one. At the end of the event, you are likely to have pages of notes and will be able to reflect on the impact each line item would make on your business, which will help you further prioritize and develop a game plan for implementation once you are back in the office.

Take notes on the people you meet. The people you will meet will often be more impactful than the educational information you retain. Take time after the event to reconnect with those contacts. The more personalized you make these follow ups, the stronger your connections will be.



# Reflection & Transformation

Once you return from a legal conference, take time to reflect on the event.

- What went well?
- What did not exceed your expectations?
- Did the attendees share your mindset and firm culture?
- What impact will this conference have on your business?
- Was it worth the time and expense?

By maintaining these notes, you will learn which events have the greatest impact on your business when comparing them and considering future attendance.

The real benefits of these events most often begin the first couple of weeks back in the office. You and your firm's leadership ability to assess, prioritize, and game plan future actions will make all the difference. Certainly, you may have 50 ideas after returning. Consider the most important top three to five actions that will make the biggest impact on your business and get to work.

Remember, one effectively implemented good idea is far superior to 50 great ideas.

And as for Attorney Jim, he never took the time to get away from his busy practice and attend a conference. He's still there, spinning like a top, but not going anywhere.

Will you choose to make an investment in yourself and your business and attend some legal marketing and management events this year?





# Resources

## Conference Checklist

Plan sessions to attend.

Avoid distractions.

Resist the urge to check-in at the office.

Limit cell phone usage.

List your top 3 networking interactions and opportunities.

Create a list of 3 goals and prioritize them based on impact for your business.

What actionable steps can you follow to meet these goals?

Follow up with personalized messages after the event.

Schedule follow-ups to track your progress!

