

Hayley Upton Cook to Speak at the 2024 LMA Southeast Regional Conference

September 4, 2024



Hayley Upton Cook, our Marketing Coordinator for Events and Proposals, will speak at the Legal Marketing Association (LMA) Southeast Regional Conference in Charlotte, NC, from September 11 to 13.

The conference is a premier event that brings together marketing professionals from across the region. This year's theme, "Accelerate: Knowledge. Skills. Network," is dedicated to fostering professional growth and expanding networks within the legal marketing community. With a diverse lineup of speakers, engaging sessions, and ample networking opportunities, attendees will gain valuable insights and skills to advance their careers. The conference promises to inspire and equip participants to take their professional endeavors to new heights.

Hayley will present on a crucial topic for all marketing professionals: creating standout events that align with your firm's brand. In her session titled "Keep them Racing Back: Creating Signature Firm Events," Hayley will share her expertise and successful strategies for crafting events that clients and prospects eagerly anticipate each year.

Key Takeaways from Hayley's Session

- Event Communication Strategies:** Learn how to effectively communicate your event's value and uniqueness to your audience.
- Venue Selection Considerations:** Discover the factors that go into choosing a venue that enhances your event experience.
- Integration of Branded Materials:** Understand how to incorporate branded materials seamlessly into your event to reinforce your firm's identity.
- Orchestration of Event Logistics:** Get tips on managing the logistics of your event to ensure a smooth and memorable experience for attendees.

Why Attend Hayley's Session?

Attending Hayley's session will provide practical tips and actionable strategies to elevate your firm's events. By focusing on branding, communication, and logistics, you will be better equipped to create events that not only meet but exceed expectations, leaving a lasting impression on your clients and prospects.

Hayley is presenting on Thursday, September 12, in Track 1 of the breakout afternoon sessions, starting at

3:30 p.m. For more information about the agenda and the other fantastic lineup of presenters, visit <https://lmaseconference.com/>.