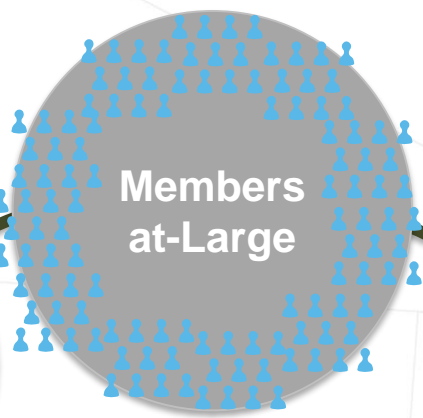




LMA STRATEGIC PLAN AND 2018 ANNUAL PLAN



LMA's Strategic Plan (July 2016)

Assumptions

LMA:

- Is a remarkably successful organization that continues to grow, expands its reach, and recognizes solid opportunities for its future
- Envisions a legal marketplace that increasingly understands the value of marketing and legal marketing professionals
- Believes that its members' needs can best be served by expanding the influence and position of the organization and its members
- Recognizes the unique importance of community to its members – now and in the future
- With confidence, understands that to reach the next level it must assume reasonable risk and assert itself
- Defines “*legal marketing*” to include business development, business of law, client services, communications, marketing management and leadership and technology management.
- Enables its' members to represent the “voice of the client” within their organizations.

Overall Strategic Direction

As the authority for legal marketing worldwide, LMA provides the legal marketing community with thought leadership, professional advocacy, and personal enrichment.

Primary Goals

Leverage and nurture the cohesive global legal marketing community for the retention, engagement and growth of its members.

Be the leading advocate for the legal marketing profession and foster collaboration among those driving change industrywide.

Leading provider of legal marketing professional development opportunities

Effective infrastructure – staff, technology, resources, governance

2018 Focus

1

Leverage and nurture the cohesive global legal marketing community for the retention, engagement and growth of its members

2

Be the leading advocate for the legal marketing profession and foster collaboration among those driving change industrywide

3

Leading provider of legal marketing professional development opportunities

4

Effective infrastructure – staff, technology, resources, governance

2018 Annual Plan

- Engage our members to prioritize member benefits and align organization services
 - A. Member benefits research
 - B. Diversity and inclusion

1

Leverage and nurture the cohesive global legal marketing community for the retention, engagement and growth of its members

2018 Annual Plan

- Develop and implement a three-year advocacy strategic plan
 - A. Advocacy plan
 - B. SALI (Standards Advancement for the Legal Industry) implementation

2

Be the leading advocate for the legal marketing profession and foster collaboration among those driving change industrywide

2018 Annual Plan

- Diversify our offerings to reach a broader audience
 - A. Next Big Thing
 - B. Utilize multi-modal delivery systems

3

Leading provider of
legal marketing
professional
development
opportunities

2018 Annual Plan

- Align our staff roles, volunteer structure and governance to deliver on the promise of regionalization
 - A. Comprehensive infrastructure review and implementation plan

4

Effective infrastructure – staff, technology, resources, governance