

THE LAW FIRM OF THE FUTURE

What's Hot (and What's Not) in Law Firm Marketing and Business Development

by

Kevin Iredell

Chief Marketing Officer, Lowenstein Sandler LLP

Megan M. McKeon

Director of Business Development, Clark Hill PLC

John Remsen, Jr.

President, TheRemsenGroup

MPF WEBINAR

POWERED BY

TheRemsenGroup
Smart Strategies for the Forward Thinking Law Firm

TheRemsenGroup.com



Kevin Iredell

Chief Marketing Officer

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Kevin Iredell brings to the CMO role a strong background in and hands-on knowledge of marketing, communications, branding, business development, operations, and public relations—all with a specific focus on demonstrating ROI. At Lowenstein, he drives growth across business units by creating and executing firm-wide and practice-group strategic plans and leading the marketing and business development team through strategic resource allocation, creative campaigns, and marketing technology platform optimization.

Kevin's broad perspective is derived from his experience in leadership roles inside and outside of the legal industry. He has led marketing and business development at two other Am Law 200 firms; he also developed and led the marketing research and measurement group of Greentarget, a national public relations firm. Earlier, Kevin served as Vice President of Legal Intelligence & Marketing at ALM Media, where he was responsible for marketing, social media, communications, and market intelligence programs across all of ALM's publications and web sites, including *The American Lawyer* and Law.com.

Kevin is an active speaker on marketing and business-of-law topics, and is also currently the President on the International Board of Directors of the Legal Marketing Association, where he has served as an Executive Board Member for the past several years. Most recently, Kevin has been elected to the College of Law Practice Management's Class of 2024 Fellows. He holds a B.A. in economics from Villanova University.

Megan M. McKeon

Director of Business Development

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Chicago

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Megan M. McKeon, a licensed attorney, has more than two decades of experience in law firm marketing and administration. She leads the strategic creation and implementation of new business and client growth efforts, working with the firm's experienced business developers.

The Business Development team collaborates with practice groups across the firm to create and execute approaches to win new work and maximize business potential from targeted clients, including by developing and managing client teams, facilitating client interviews, creating client pursuit programs and cross-selling efforts, and implementing impactful business development and client service training.

Prior to joining Clark Hill, Megan served as both a marketing and business development leader and practice management professional at a variety of large and mid-sized law firms.

Megan regularly speaks on topics related to legal marketing and law firm administration. Most recently, she participated as a subject matter expert in developing the Legal Marketing Association's Quick Start programs, was a speaker at the Legal Marketing Association's Annual Conference, and served as a panelist on multiple industry webinars.

She is active in the Legal Marketing Association, serving as a member of the Education Advisory Committee. Megan also served as co-chair of the 2023 LMA Annual Conference Advisory Committee and as the Membership Committee Co-Chair, Shared Interest Group Task Force Chair, and as a member of the Regionalization Implementation Task Force. Locally, she served as President of LMA Midwest in 2020. She also co-created LMA Midwest's Young Members Group and chaired multiple LMA Chicago Your Honor Awards Committees and LMA Midwest Conference Committees. She has served on a variety of positions on the local LMA board. In 2014, Megan received the Outstanding Service Award from LMA Midwest.

Education

M.B.A., DePaul University, Chicago, Illinois, Marketing Management and Leadership; Change Management

J.D., University of Illinois Chicago School of Law, Chicago, Illinois

B.B.A., Saint Mary's College, Notre Dame, Indiana, Marketing and Finance

State Bar Licenses

Illinois

BIOGRAPHICAL PROFILE

John Remsen, Jr.

President

TheRemsenGroup

Atlanta, Georgia

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John is widely recognized as one of the country's leading authorities on law firm leadership, management, marketing and business development. Since 1997 TheRemsenGroup has consulted with more than 400 law firms and thousands of law firm leaders to help them develop and implement long-term strategic objectives to improve cohesiveness, profitability and sustainability.

John is a frequent speaker and author on law-firm leadership and marketing topics. He has spoken at national and regional conferences of the Legal Marketing Association, Association of Legal Administrators, American Bar Association, and numerous state and local bar associations. His articles have appeared in dozens of highly respected legal publications, including the *ABA Journal*, *Law Practice Management*, *Law Practice Today*, *Law360*, *Legal Management*, *Marketing for Lawyers*, *Marketing the Law Firm*, *Managing Partner*, *National Law Review* and *New York Law Journal*.

Since 1988, John has been an active member of the Legal Marketing Association, and he has served as President of LMA's Southeastern Chapter, Executive Editor of *Strategies* (LMA's newsletter) and a member of LMA's national Board of Directors. He is also an active member of the Association of Legal Administrators and a popular speaker at ALA meetings and conferences.

In 2002, John created The Managing Partner Forum, a highly acclaimed conference series and community for managing partners and law firm leaders. More than 1,500 firm leaders from 1,000 law firms from 43 states have participated in 29 conferences. In addition, John distributes *The MPF Weekly*, an electronic newsletter to more than 10,500 firm leaders throughout the US, Canada and 28 other countries.

John's influence was underscored when he was inducted as a Fellow of the College of Law Practice Management in 2013, in recognition of his 25 years of demonstrated expertise in law firm leadership and management. Founded in 1994, the College honors those who "inspire excellence and innovation in law practice management." Membership is by invitation only and includes just 200 individuals.

And the College was not alone: in 2016, John was recognized by LawDragon as one of the "Top 100 Consultants and Strategists" to the legal profession; and in 2017, John was recognized as one of the world's top "leaders and influencers" in the business of law by the Association of International Law Firm Networks.

A native of West Palm Beach, Florida, John holds an MBA from The University of Virginia (1985) and a bachelor's degree in Business Administration from the University of Florida (1980). Prior to enrolling in graduate school, John was Executive Director of The Florida Council of 100, an organization comprised of Florida's top CEOs and other business leaders.

April 2023

The MPF Webinar Series



The MPF Webinar Series: Building the Law Firm of the Future

What's Hot (and What's Not) in Law Firm Marketing and Business Development

An MPF Webinar with Kevin Iredell and Megan McKeon

April 17, 2024 – 2:00-3:00pm ET



Welcome



Uri Gutfreund

Senior Vice President and Managing Principal, Ames & Gough



John Remsen, Jr.

President and CEO, Managing Partner Forum
President, TheRemsenGroup



The MPF Webinar Series



Today's Guest Speakers



Kevin Iredell

Chief Marketing and Business Development Officer, Lowenstein Sandler LLP
President, Legal Marketing Association



Megan McKeon

Director of Business Development, Clark Hill LLP
Co-Chair, 2023 LMA Annual Conference



The MPF Webinar Series



Managing Partner Forum®
ADVANCING THE BUSINESS OF LAW



UPCOMING PROGRAMS IN 2024

- **MPF Webinar Series** – Third Wednesdays @ 2pm ET
- **The MPF 2024 Leadership Conference** – May 1-2, 2024, in Atlanta – **SOLD OUT!**
- **The MPF Fall Symposium** – Empowering Women – October 8-9, 2024, in Chicago
- **The MPF Weekly** – Friday mornings
- **MPF Listserv** and Monthly **MPF Zoom Calls**
- MPF Website – www.ManagingPartnerForum.org



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MAY 1-2, 2024 ♦ ATLANTA, GEORGIA



**DRIVING
PROFITABILITY**

The Leadership Imperative

The MPF Webinar Series



TODAY'S WEBINAR

- **What's Hot (and What's Not) in Law Firm Marketing and Business Development**
- 165 Managing Partners and Law Firm Leaders
- Registrant Survey Results and Audience Polling Questions
- On-Demand Recording, Handout Materials
- Your Feedback on Today's Session

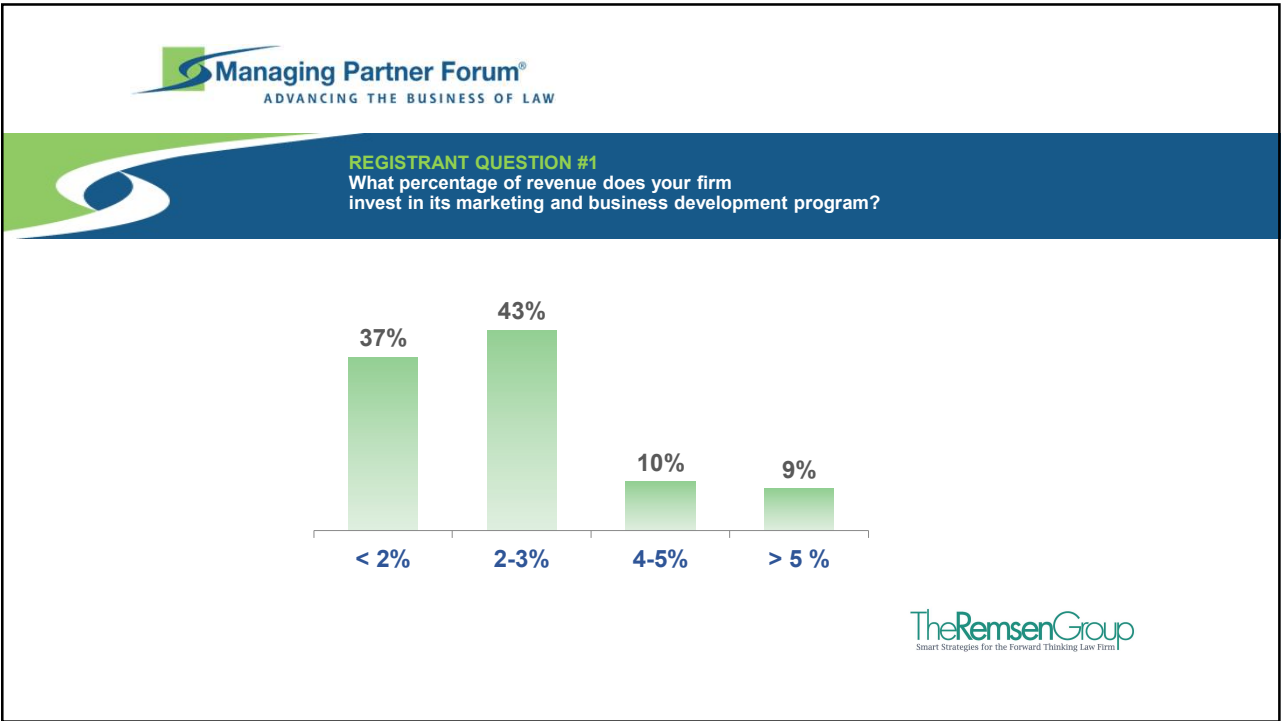
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WEBINAR RECAPS

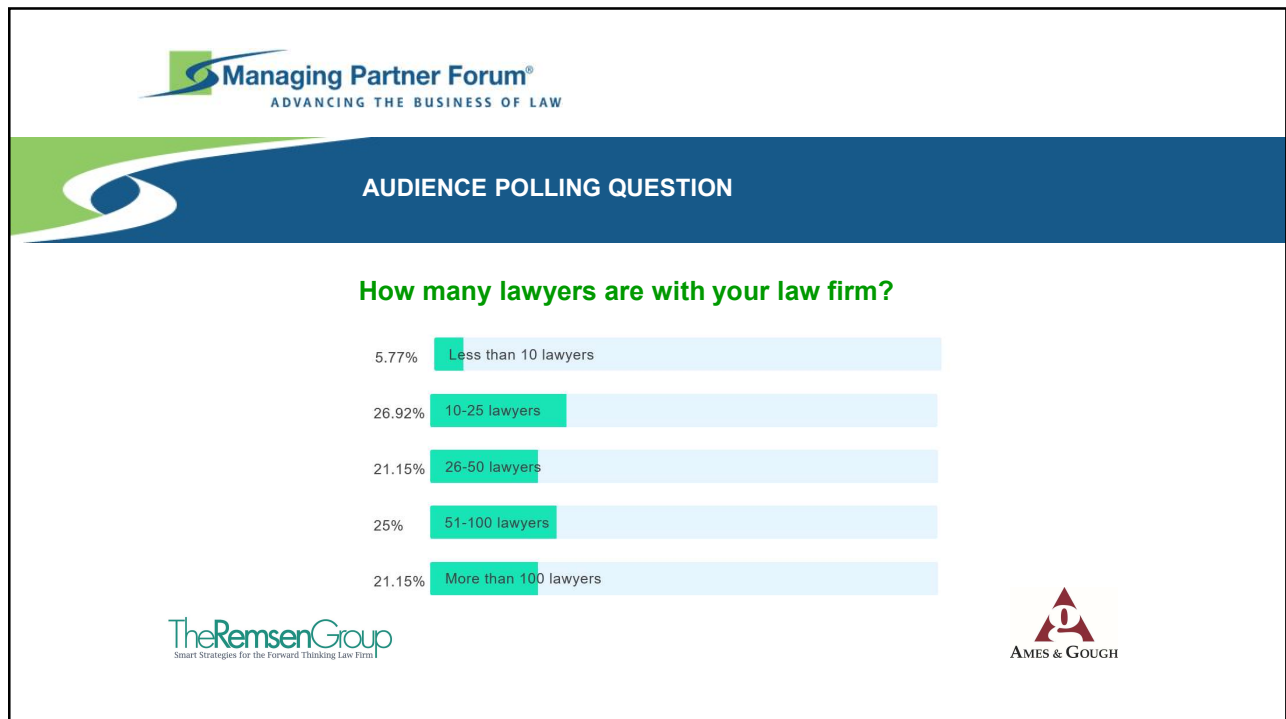
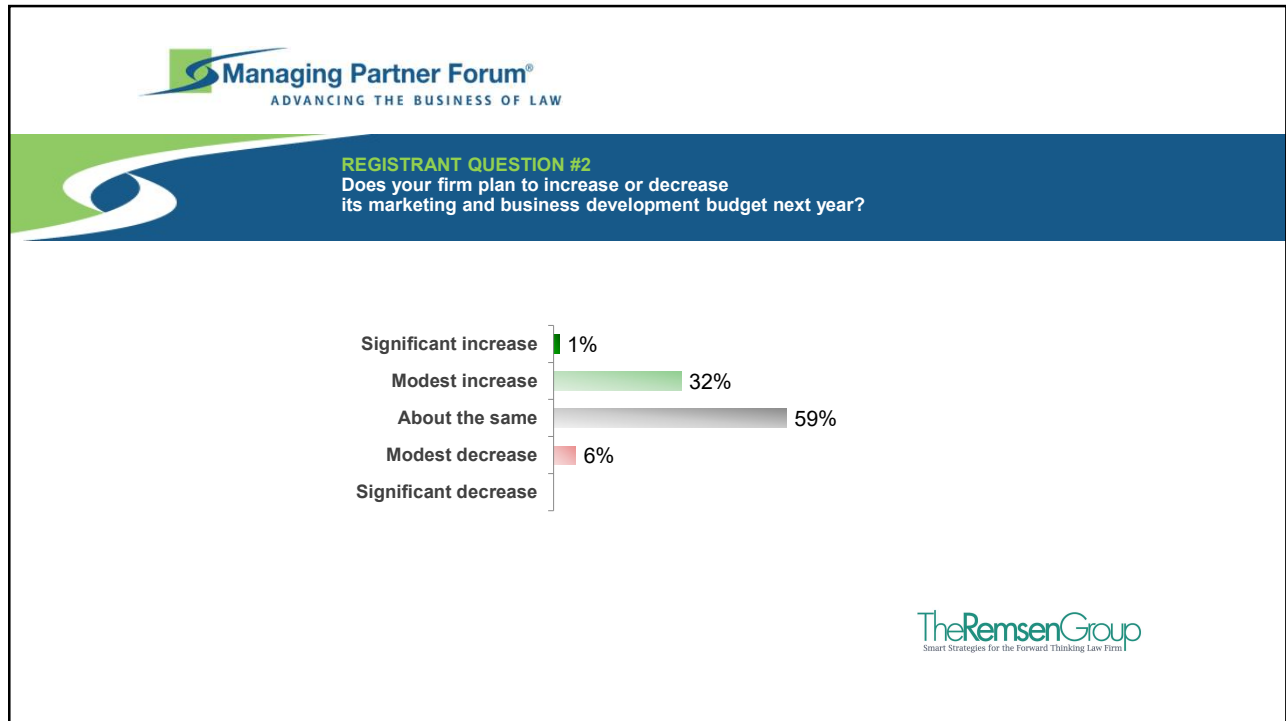
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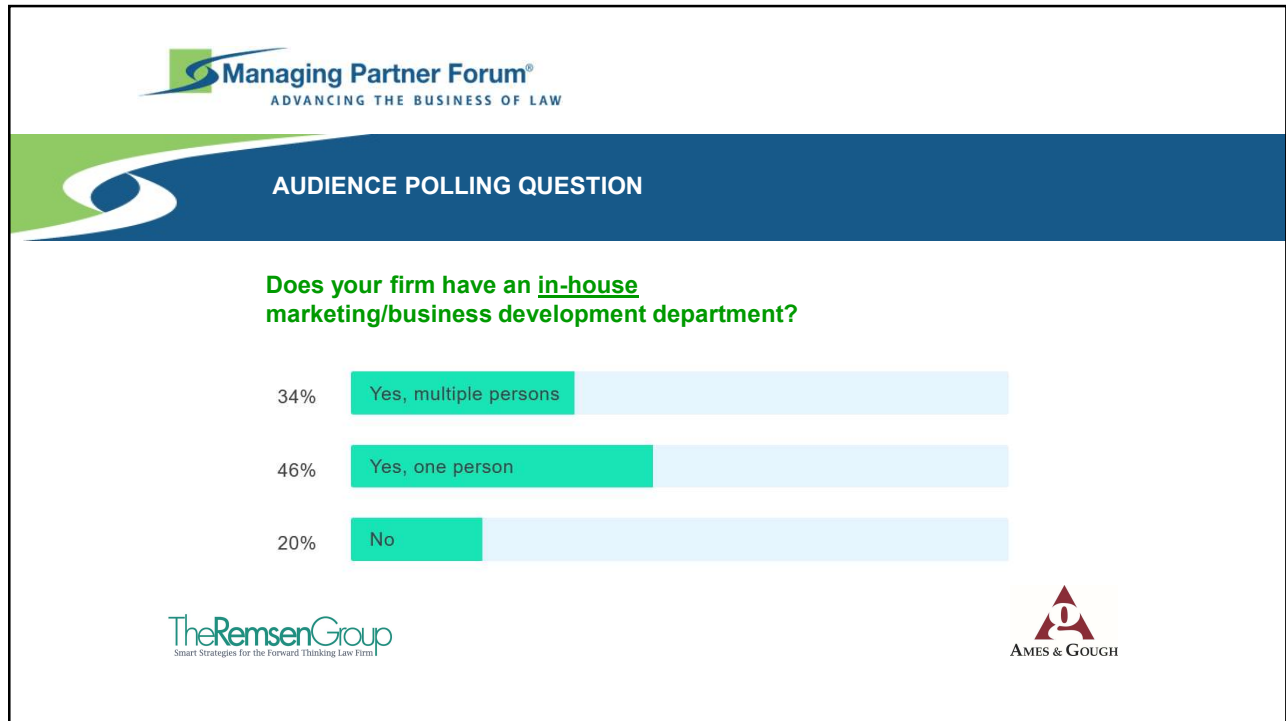
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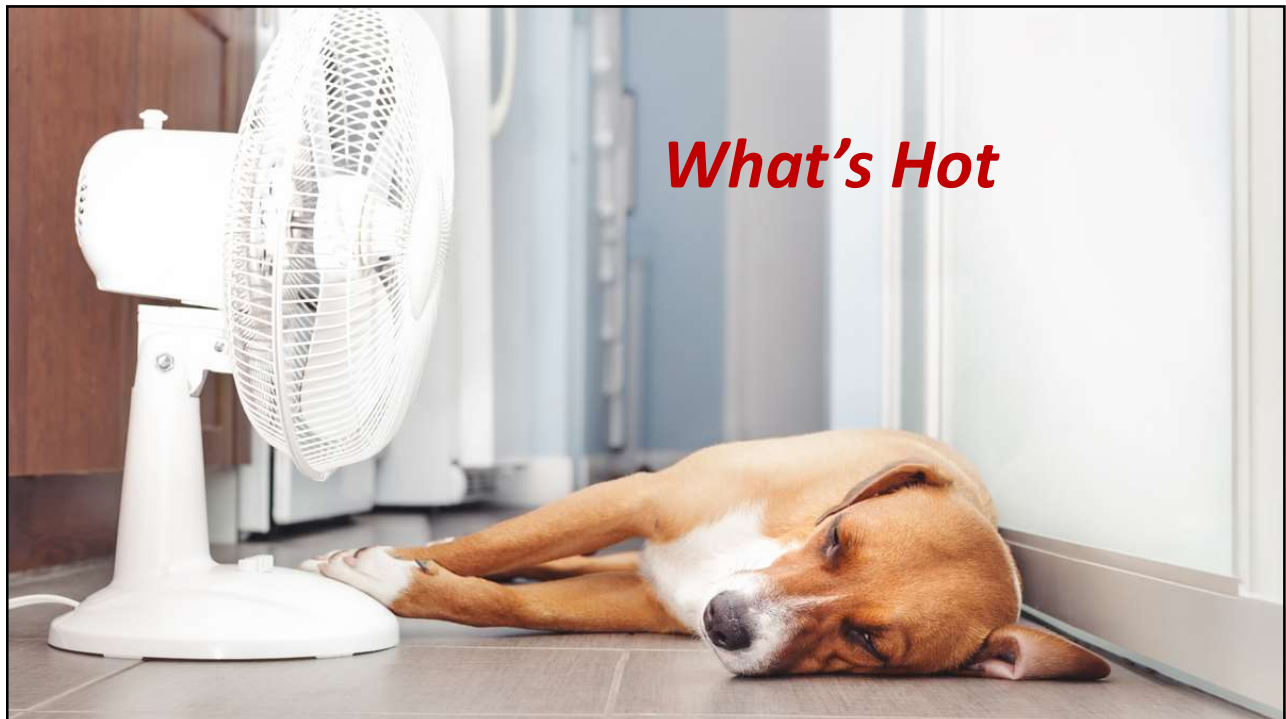


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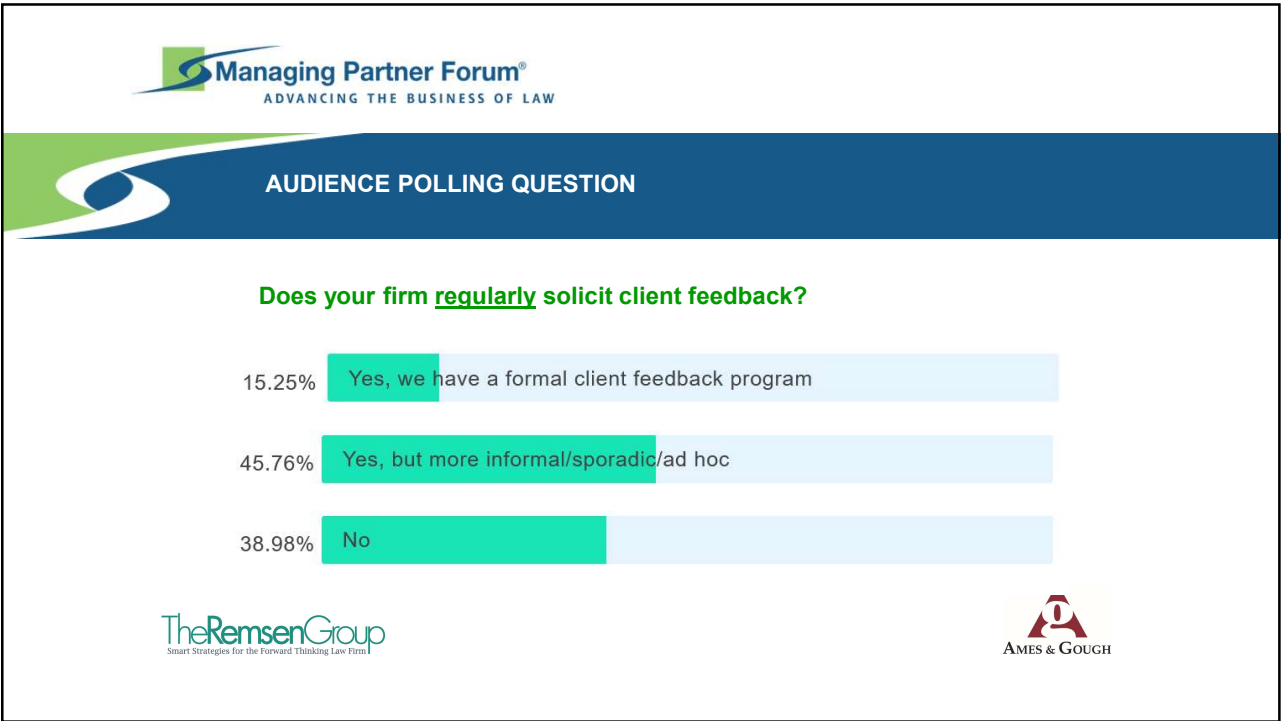
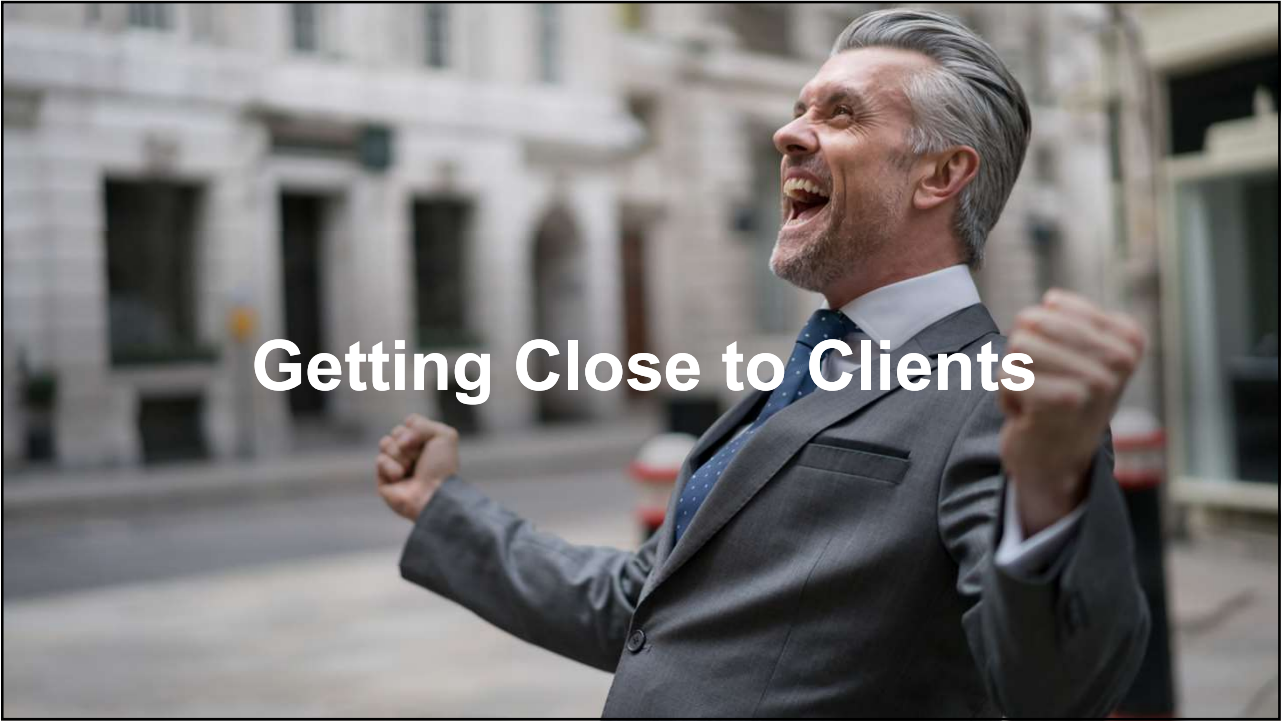


A FEW DEFINITIONS

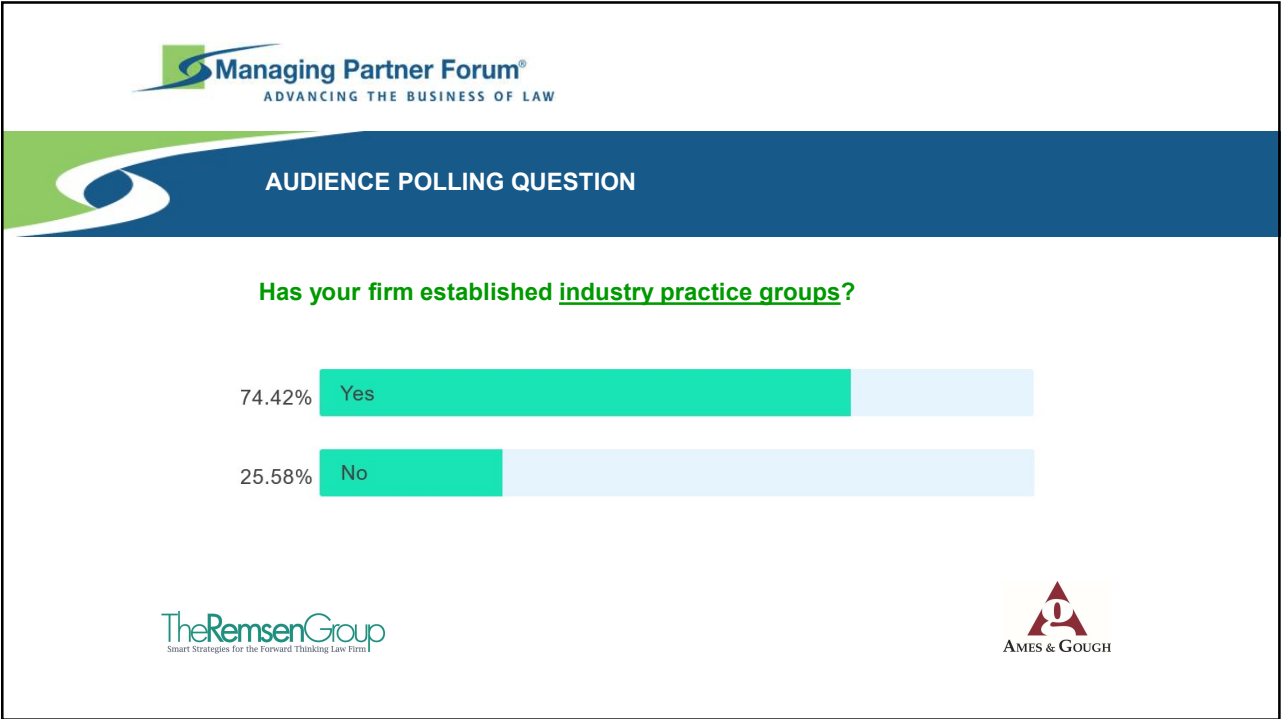
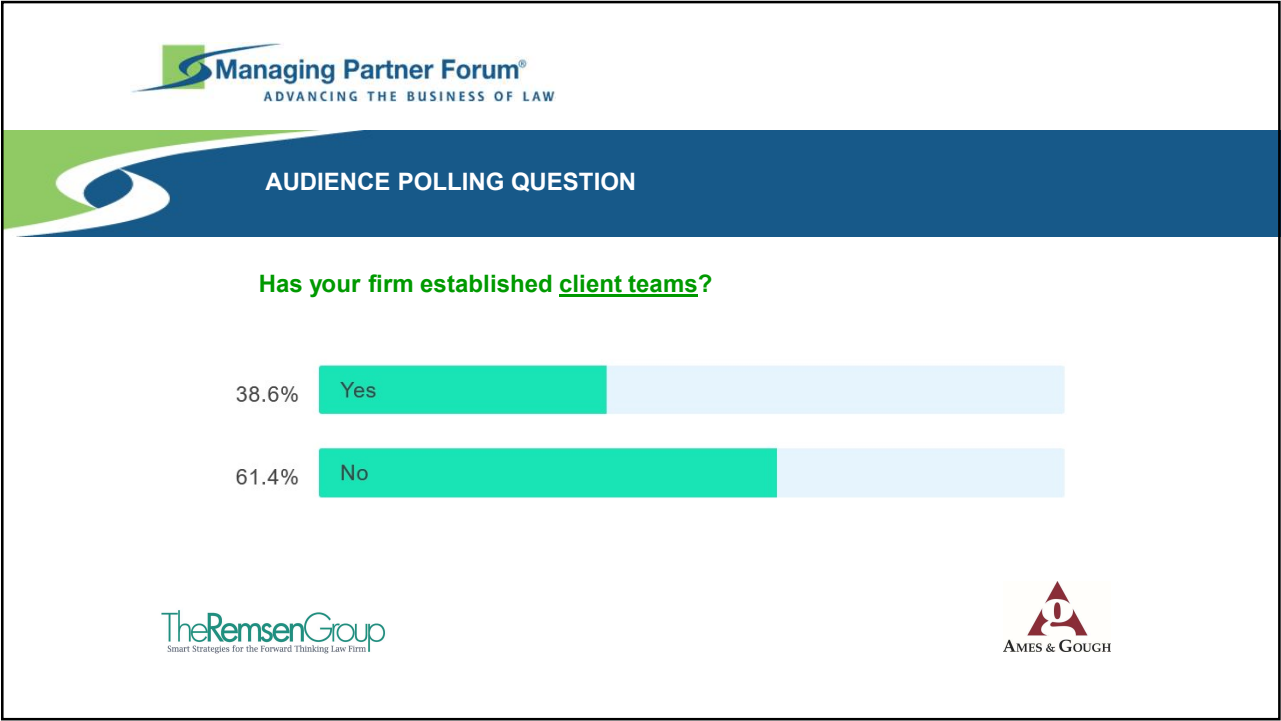
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- **Business Development**
- **Advertising**



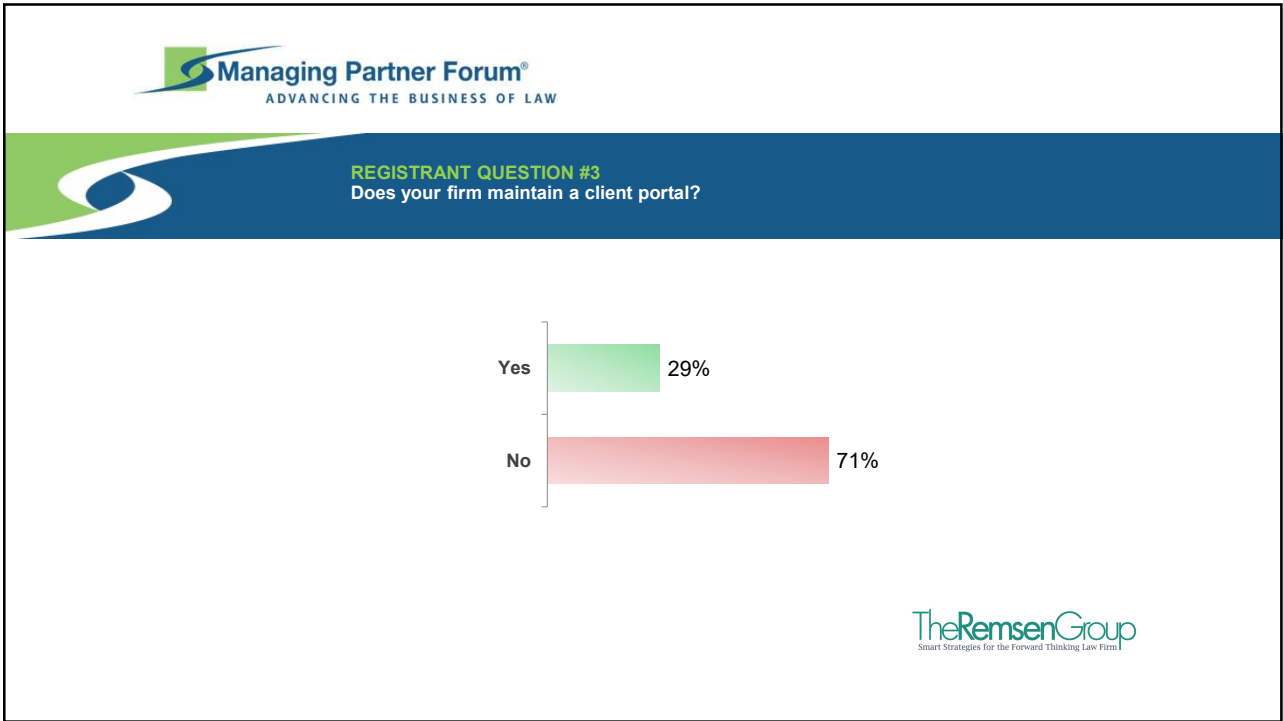
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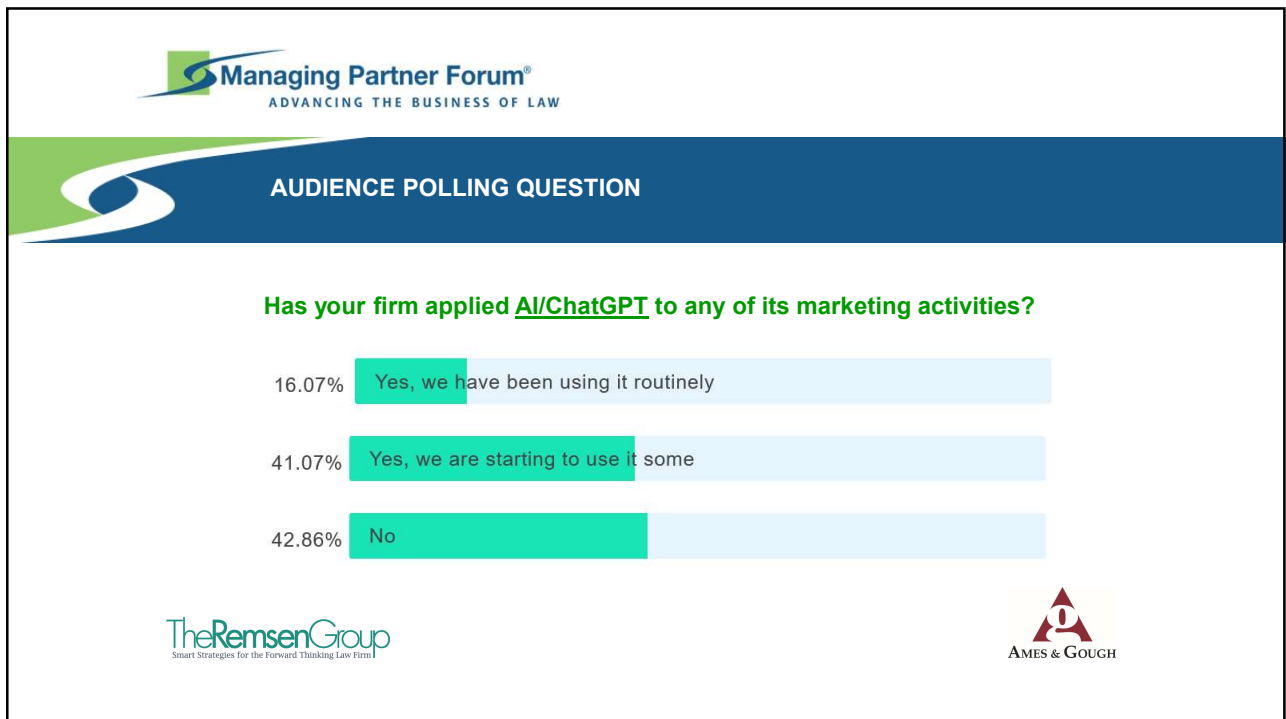
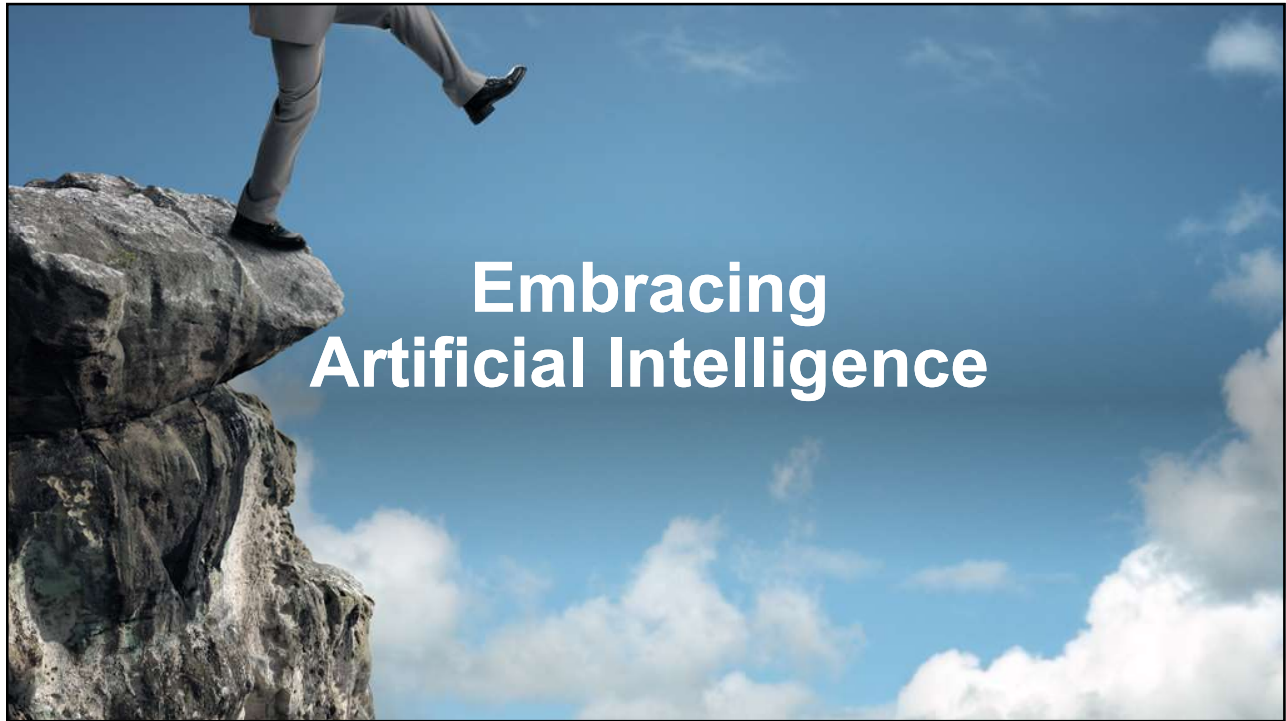


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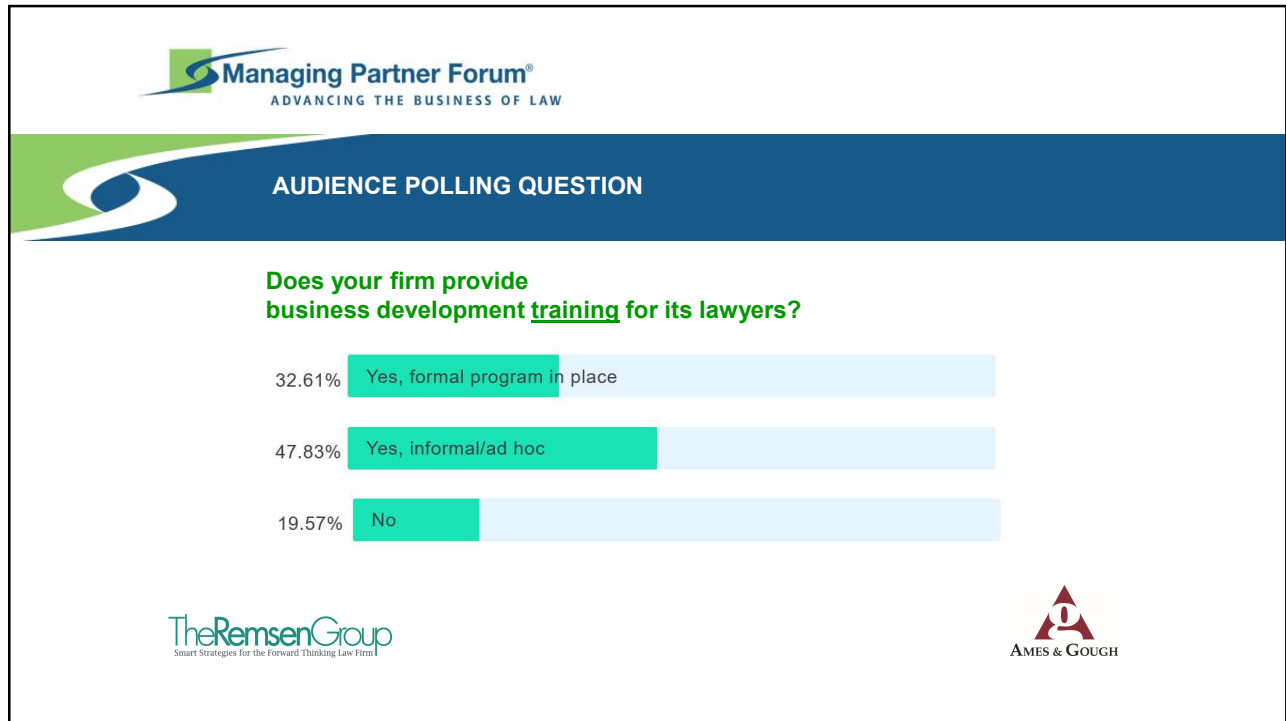


AI RESOURCES WORTH CHECKING OUT

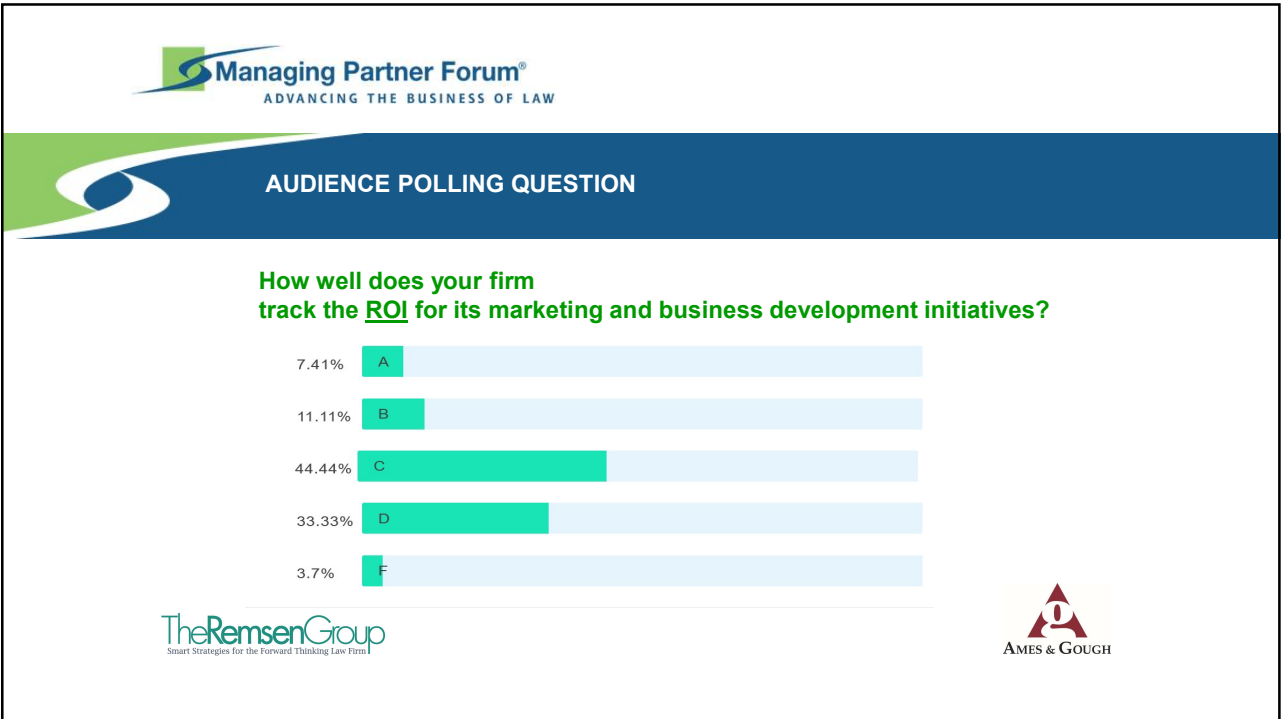
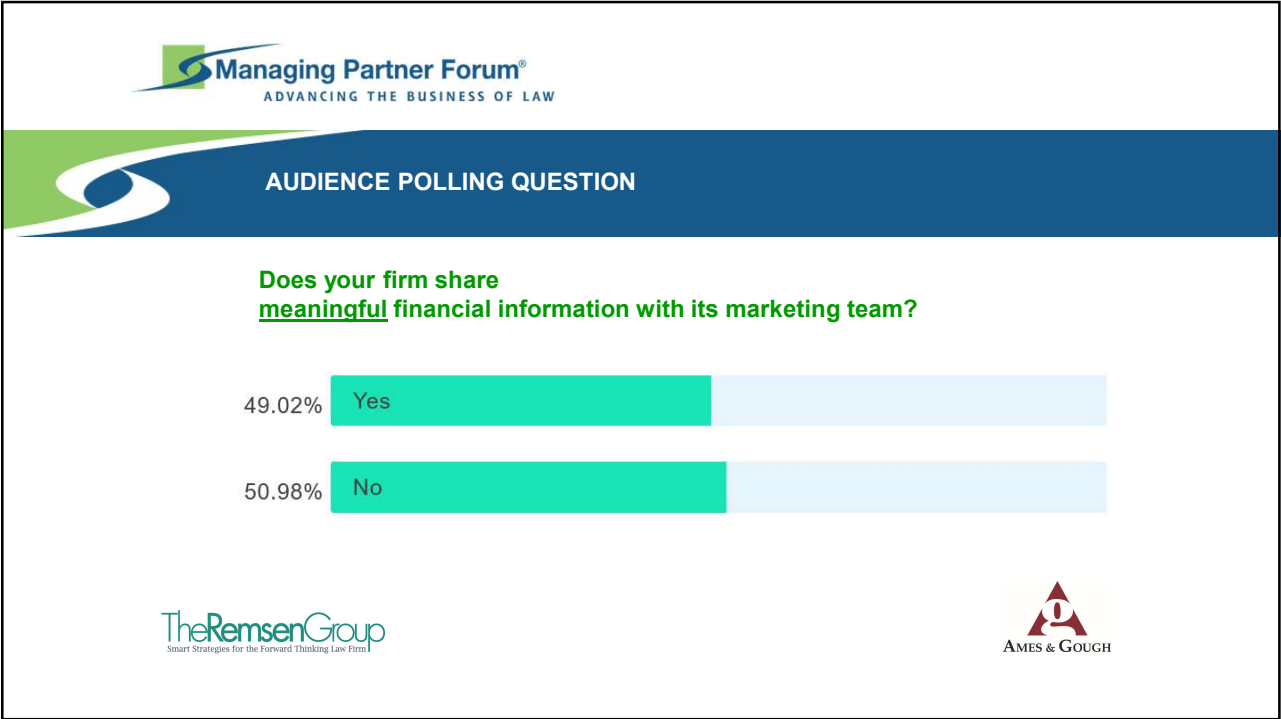
DALL-E 3	Image creation	https://openai.com/dall-e-3
Adobe		
Photoshop	Image editing	https://helpx.adobe.com/photoshop/using/generative-ai-features-web.html
Descript	Video creation and editing	https://www.descript.com/
ChatGPT	Research/writing	https://chat.openai.com/
Jasper	Writing	https://www.jasper.ai/
Clearscope	Content optimization	https://www.clearscope.io/
Grammarly	Editing	https://www.grammarly.com/
Canva	Social media graphics	https://www.canva.com/



The MPF Webinar Series



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Empowering Data-Driven Business Development



And What's NOT Hot?

The MPF Webinar Series



REMINDERS

- **The MPF Fall Symposium** – October 8-9, 2024, in Chicago
- Next MPF Webinar – **“The Stay Study” with NALP** – May 15th @ 2:00pm ET
- On-Demand Recording, Handout Materials with Polling Results
- Recap by 9Sail
- Your Feedback on Today’s Session



CONTACT US

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Thank You!



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