

2022 LMA CANADA
CONFERENCE

REFRESH: A NEW ERA OF EXCELLENCE

NOV 14TH, 2022 - TORONTO, ONTARIO



Agenda

TIME (ET)	SESSION
9:30 am – 10:00 am	Registration & Networking Toronto Board of Trade, First Canadian Place, Lennox Hall
10:00 am – 10:15 am	Welcome Remarks Hear from our Conference Co-Chairs and our LMA Canada President. Lindsey Bombardier Director, Marketing & Business Development, Lenczner Slaght (Conference Co-Chair & LMA Canada President-Elect) Kaley Green Manager, Marketing & Business Development, Fogler, Rubinoff LLP (Conference Co-Chair) Alison Janzen Director, Marketing & Business Development, Torkin Manes LLP (LMA Canada President)
10:15 am – 11:00 am	Moving In-House - Perspectives from CLOs We'll kick off the day hearing from legal leaders who will share how they drove value from legal marketing teams while in private practice and what they expect from those teams now that they are in the client seat. Christelle Gedeon Chief Legal Officer, Canopy Growth Chandler Lauzon National Director, Business Development & Client Success, Bennett Jones (Panel Leader) Shara Roy Chief Legal Counsel, EY
11:15 am – 12:15 pm	The Next Generation of Legal Marketing Leaders Hear from some of the industry's newest C-Suite as they share insight into building teams, executing compelling marketing and business development programs, managing captivating content and communication plans, executing client-centric events, and more! Robyn Bews Chief Business Development Officer, Burnet, Duckworth and Palmer Nicole Miles Chief Clients & Markets Officer, Dentons Canada LLP (Panel Leader) Sarah Mitchell Chief Client Development & Market Strategy Officer, BCF
12:15 pm – 1:00 pm	Lunch & Networking

TIME (ET)**SESSION**

1:00 pm – 1:15 pm

Special Presentation & President Remarks**Terry Moore**

Chief Marketing Officer, Cox & Palmer

Brenda Plowman

Chief Marketing Officer, Fasken

(LMA International President)

1:15 pm – 2:15 pm

Post-Pandemic Lessons Learned & The New Rules of Legal Marketing

How did the global pandemic impact legal marketing? Which functions were most impacted? What has changed? What has been accelerated? What does the future look like?

Felicity Aston

Director, Business Development & Marketing, Field Law

Lisa Marie Bruzzese

National Director, Sector Strategy & Growth, BLG

Harshal Dalal

Head of Marketing Operations, Gowling WLG

Joey Fascio

Former Global Senior Manager, Digital Communications & Engagement, Dentons

Janelle Weed

Director of Marketing, Torys LLP

(Panel Leader)

2:30 pm – 3:30 pm

Winning Top Talent: Strategies for Recruitment and Retention

Now more than ever, business leaders need to attract and retain top talent. Hear from senior leaders who will share their strategies for expanding your talent pool and their best practices for successful recruitment, negotiation, and onboarding.

Lisa Azzuolo

Chief Marketing Officer, Bennett Jones

Tamara Costa

National Director, Brand & Marketing Communications, BLG

Ivan Ivanovitch

Senior Consultant, Interim Management & Executive Search, Farber Group

(Panel Leader)

Suzie Williams

National Director, Marketing & Business Development, McMillan LLP

3:30 pm – 3:45 pm

Networking Break

4:00 pm – 5:00 pm

Storytime: Client Experience

What went well? What didn't go so well? This panel will focus on providing tangible examples of how legal marketers, at all levels, can make a real impact on clients and client experience.

Paulette Armstrong

National Director, Business Development, Miller Thomson LLP

Oliviana Mingarelli

Senior Director, Business Development, Fasken

(Panel Leader)

Terry Moore

Chief Marketing Officer, Cox & Palmer

Yohan Sauves

Senior Director, Business Development & Strategy, Davies

5:00 pm

Conference Wrap-up

6:00 pm – 10:00 pm

Evening Reception

Chef's Hall, 111 Richmond Street West