



**ALA
2023**

**ANNUAL
CONFERENCE
& EXPO** **May 7-10**

Seattle Convention Center
Seattle, Washington

**BUILD YOUR BUSINESS CASE
FOR ATTENDING #ALACONF23**

Where legal management professionals gather
for knowledge, networking and innovation.



ALAannualconf.org

Drive Profitability and Improve Efficiencies in Your Firm



#ALAConf23

ALA's 2023 Annual Conference & Expo, this May 7–10 in Seattle, is the learning opportunity for legal management professionals and managing partners. This year's program focuses on helping our members create **balance**, make an **impact** and drive **growth** in their firms.

- ✓ Three comprehensive days, 50+ dynamic sessions, 19 educational hours
- ✓ Actionable takeaways from over 60 expert speakers
- ✓ Ample opportunity (over 20 hours) to network with other legal industry leaders
- ✓ An expansive Exhibit Hall always chock-full of the latest solutions for legal organizations
- ✓ The chance to gain insight into how your competitors are addressing similar obstacles



Here are just a handful of the sessions that can help meet the current needs of your firm:

- Stop Wasting Time Trying to Predict the Future and Start Reacting Better and Faster Than Your Competition
- Profitability: Addressing the Missing Link in Partner Compensation
- Executing on the STRATEGY in Your Strategic Plan
- Legal Project Management: An Overview of the Basics and a Tour of Portfolio Management
- The New Face of Law Firm Resiliency and Business Continuity: How to Keep Your Law Firm and Client Information Safe and Secure
- Become a Destination Law Firm Employer

With such economic uncertainty (not to mention the battle for top legal talent), **the relationship between legal administrator and managing partner is critical** to advancing the legal management team's capabilities moving forward and for overall firm success.

What better way to build that relationship than attending the Association of Legal Administrators' 2023 Annual Conference & Expo **together**.



View the session schedule and speaker lineup

Registration Package	ADVANCE BOOKING OFFER Register and pay by March 31, 2023	STANDARD PRICING Register and pay after March 31, 2023
ALA Member	\$1,599	\$1,799
Managing Partner at a Law Firm	\$1,599	\$1,799
Nonmember	\$1,999	\$2,199

Share the learning! Take advantage of a 10% discount* on group registrations of five or more attendees from the same firm.

*Conditions apply, visit alaannualconf.org for details.

How to Justify Attending the 2023 ALA ANNUAL CONFERENCE

You may be clear on the value of attending ALA's Annual Conference & Expo, however, securing funding from your firm or organization might require a little extra effort.

That's why we have put together this Justification Toolkit to help you build the business case for your approving manager to send you to Seattle, Washington!

Three Steps for Getting Your Manager's Approval:

STEP 1: Identify Your Manager's/Firm's Motivations When Deciding Your Attendance. To justify your attendance, you'll need to convey the connection between the information and skill requirements of your firm, and the education on offer at the conference.

STEP 2: Quantify the ROI of Your Attendance. Before you can begin to justify the investment of attending the conference, you need to calculate the total investment.

STEP 3: Present Your Business Case to Attend in a Letter to Your Approving Manager. Now that you have thought about the direct benefits to your firm and the associated costs, write a letter to your approving manager to support your attendance.

Here's how attendees from ALA's 2022 Annual Conference & Expo benefitted from being there:

"I thought everything about the conference this year was great. From the opening reception to the sessions to the networking and to the meals. It was great to see old friends and meet new ones!"

– Julie Dubreuil, [DLA Piper \(US\)](#)

"It was such a great experience! It was also wonderful to connect with so many people going through the same things that I was going through and to have an opportunity to learn and grow my network."

– Sarah McCray, [Fredrikson & Byron PA](#)

"The 2022 ALA Conference was an incredible experience! The enthusiasm shared by members, speakers, [business partners] and industry leaders was contagious! Thank you to the planning committee, speakers, volunteers, board members and countless others for putting this event together to support all legal administrators. From the inexperienced to experienced professionals and [from] small to large firms – thank you for meeting us where we are!"

– Lauren Morris, [The Grosshans Group](#)

"My favorite part of conference is networking. I have made so many friends at ALA. The education is top notch; you can't beat it anywhere. But the education is on topic. It's what's going on right now, so it's always current."

– Stacey Ransleben, [CLM, Thompson & Horton, LLP](#)

Once you have approval to attend, here's how to register:

Call: 1-888-593-7243

Email: customerservice@alaannualconf.org

Online: alaannualconf.org



STEP 1: Identify Your Manager's/Firm's Motivations When Deciding Your Attendance

Below are some questions your manager may have and suggested answers you could give.

When does the Annual Conference take place?

May 7–10, 2023 in Seattle, Washington

Who is attending and how will you leverage those connections?

ALA's Annual Conference & Expo will allow [me and/or specific team members] to network with legal management professionals from law firms across North America and business partners servicing the industry.

We will be able to take the pulse of what is happening in tools, technologies and processes and hear new ideas.

What is the Annual Conference?

ALA's Annual Conference & Expo is the leading event for the legal management industry, offering intensive learning, networking and discovery of the latest trends and technologies. There will be more than 60 sessions, a range of influential and thought-provoking speakers and over 200 leading vendors serving the business of law.

What are the practical benefits for your firm if you attend?

- » Proven strategies and tactics to stay ahead of the curve
- » Actionable information from top leaders in the industry on emerging trends and ideas
- » Information on the latest solutions from the expansive Exhibit Hall
- » Important connections with colleagues and business partners
- » Certification and accreditation hours from most educational sessions

Benefits Worksheet

Use the following worksheet to help you focus on how your attendance will meet your firm's current needs.

Your firm's current need	How attending ALA's Annual Conference & Expo will help meet that need
Improve the legal management team's capabilities	With 60+ conference sessions covering actionable information from thought-leaders and industry peers. Certification and accreditation hours available from most educational sessions.
Gain insight into how other law firms are addressing obstacles	Over 17 hours of networking events that allow important connections to be established and developed with industry colleagues and business partners.
Evaluate new products and services serving the business of law	Over 200 top vendors will showcase "solutions" in the expansive Exhibit Hall.

Now it's your turn!

Use the table below to enter current needs unique to your firm.

Your firm's current need	How attending ALA's Annual Conference & Expo will help meet that need

STEP 2: Quantify the ROI of Your Attendance

Before you can begin to justify the investment of attending the conference, you need to calculate the total investment.

Financial Considerations Worksheet

Day	Sunday 5/7/2023	Monday 5/8/2023	Tuesday 5/9/2023	Wednesday 5/10/2023	Total
Expense					
Conference Registration Fees	\$	\$	\$	\$	\$
Transportation (Air, Train, etc.)	\$	\$	\$	\$	\$
Hotel: Sheraton Grand Seattle 400 Sixth Ave. Seattle, Washington 98101 Room Rate: \$261 + taxes/fees Cut-off Date: March 27, 2023	\$	\$	\$	\$	\$
Ground Transportation (Shuttle, Uber, Taxi, etc.)	\$	\$	\$	\$	\$
Meals (Full conference registration includes three breakfasts, lunches and receptions)	\$	\$	\$	\$	\$
Misc. (Baggage Fees, Housekeeping Tips, etc.)	\$	\$	\$	\$	\$
Daily Total	\$	\$	\$	\$	\$

Note: Don't forget to include costs if you extend your stay before or after the conference.

Transferred Registrations From Prior Annual Conferences

If your previous Annual Conference registration has been transferred to 2023, we look forward to seeing you in Seattle May 7-10, 2023! However, if you are unable to attend in 2023, you must arrange to send a substitute in your place or cancel and request a full refund **by end of day February 6, 2023**. The option to transfer a registration to a future Annual Conference is not available, and no-shows in Seattle will not receive a refund for their registration fee. Any cancellations or request to send a substitute received after February 6 will be subject to fees.

Contact customerservice@ALAAnnualconf.org or 1-888-593-7243 for assistance. [Learn more.](#)

Safety Measures

ALA prioritizes the safety and welfare of its meeting and conference attendees, exhibitors, partners, speakers, and team members. ALA policy is to adhere to the health and safety protocols in place at the time of the conference as determined by federal, state, and local authorities and the venue. Individuals are encouraged to take any additional precautions they deem necessary to achieve their desired personal level of safety and wellness.

ALA's health and safety requirements are based on guidance and recommendations issued by the U.S. Centers for Disease Control and Prevention and other public health authorities. We continuously monitor local, state, and federal public health guidance, directives and requirements and will update our health and safety requirements as necessary.

In order to care for our community, all ALA conference attendees must follow all health and safety protocols required by ALA, the venue, national and/or local authorities.

STEP 3: Present Your Business Case to Attend in an Email to Your Approving Manager

Now that you have thought about the direct benefits to your firm and the associated costs, below is a letter that you can customize and use to support your attendance.

Re: ALA's 2023 Annual Conference & Expo – May 7–10, Seattle, Washington

Dear [APPROVING MANAGER'S NAME],

I respectfully request your approval to attend ALA's 2023 Annual Conference & Expo taking place May 7–10 in Seattle, Washington. Below I have outlined the direct benefits to [COMPANY/DEPARTMENT NAME] that I think my attendance would bring.

ALA's Annual Conference & Expo has earned a reputation as the leading industry event for legal management professionals featuring intensive learning, networking and discovery of the latest trends, technologies and developments in our industry.

The educational program has in-depth presentations and panel discussions led by influential and thought-provoking speakers. In addition, 200-plus leading vendors serving the business of law will be showcasing their products and services in the exhibit hall. I am particularly interested in attending [TRACK/SESSION NAMES], which are especially relevant to my work in [AREA OF SPECIALITY].

I have reviewed the exhibitor list, and there are several vendors that I plan to visit in the Exhibit Hall, including [EXPAND ON VENDORS YOUR ORGANIZATION WILL BE EVALUATING.] Meeting these vendors will help us evaluate the latest offerings that could help move our firm forward and help it run more efficiently.

ALA's Annual Conference & Expo also offers solutions to immediate challenges that [COMPANY/DEPARTMENT NAME] is facing that I have identified below:

[INSERT BENEFITS WORKSHEET TABLE HERE]

I appreciate that my attendance represents an investment of time and money. Below you will find a breakdown of expected costs and my plan for keeping expenses to an absolute minimum:

[INSERT BUDGET WORKSHEET HERE]

The 2023 health and safety protocols for ALA's in-person conferences will be finalized later this year. In the meantime, please be aware of the 2022 requirements, which are that all participants to all ALA in-person conference will be required to provide proof of full vaccination against COVID-19. Proof of a negative COVID-19 test administered no more than 48 hours prior to entry will be accepted in lieu of vaccination proof. [Learn more.](#)

Please note that **advance registration pricing ends February 10, 2023.** In order to take advantage of the early bird discount, I would greatly appreciate your response by <insert date>.

Thank you in advance for your consideration. Please let me know if you have any questions.

Sincerely,



Once you have approval to attend, here's how to register:

Call:
1-888-593-7243

Email:
customerservice@alaannualconf.org

Online:
alaannualconf.org