

NALSC Long Range Planning

by Patrick Moya

NALSC's Long Range Planning (LRP) Committee is an integral part of the organization's event planning, virtual programming, and overall marketing efforts. As such, it plays an essential role in building the future of the "NALSC Community" while striving to provide the highest quality experience for our growing roster of members and sponsors.

NALSC's Annual Conference in Nashville this past Spring sold out with record attendance and a waiting list! As always, the sessions were educational, interesting, and relevant. During the keynote address: "Gina Passarella Looks into her Crystal Ball: Trends on Movement, Economics, and More," ALM Media's Editor-in-Chief clued us in on what to expect in this ever-changing legal profession. Lively receptions buzzed with networking opportunities and friendly camaraderie among colleagues and friends. Country Line Dancing in the Hospitality Suite and the gala reception, dinner, and tour of the Country Music Hall of Fame were big hits and the perfect way to top off our visit to the Music City.

Coming up on October 20, 2023, we'll return to the Big Apple for our Fall Symposium at the New York offices of Latham & Watkins. The LRP Committee helps evaluate prior event surveys and set future event agendas, such as for the upcoming Fall Symposium, with legal recruiting topics that you, our audience, want to hear. The NALSC 2023 Fall Symposium agenda, details, and registration can be found on our website at <https://www.nalsc.org/2023-fall-symposium-agenda/>. Don't miss out! Reserve your spot right away by taking advantage of the Early Bird registration and discount.

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NALSC also offers virtual programs periodically throughout the year to keep us updated on trends and developments affecting legal recruiting. In our extremely popular Recruiter Roundtable series, search firm members break into affinity groups based on the focus of their businesses (associate, partner, or in-house recruiting) to discuss specific topics and share recruiting questions and advice—similar to Mastermind Groups. We also provide Recruiter Roundtables geared towards our law firm members. All of our past programs have been very well attended with open, frank, and robust conversations. The LRP Committee continues to schedule Recruiter Roundtables with a variety of moderators and guest speakers, so be sure to stay tuned.

We continue to pump up our public relations campaign promoting the NALSC brand and the NALSC Code of Ethics® within the legal community, as well as improving membership retention, driving new membership for non-affiliated legal search firms, and increasing law firm sponsorships on a nationwide basis. Our digital footprint is expanding via frequent podcasts, testimonials, advertising, media briefings, bylined articles, press releases, event marketing, social media promotion, expert commentary, and targeted messaging to key industry leaders. As reported elsewhere in this news-



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letter, the public roll-out of the Universal Lateral Partner Questionnaire (U-LPQ) is garnering media attention and our membership and sponsorship numbers are increasing dramatically.

Many thanks to our Long Range Planning Committee chaired by Ross Weil and including committee members Mary Clare Garber, Arthur Polott, and Kathy Richardson.