

NALSC® 2024 Annual Conference

THURSDAY FEBRUARY 29

2:00-3:00pm PT **Registration** *Totes sponsored by Chambers*

3:00-3:15pm PT **Welcome**

3:15-4:30pm PT **Opening Session: “The Four Great Truths”**

Opening speaker: [Rob Mosley](#) - Managing Partner of Learning & Development at Next Level Exchange

In a highly interactive session filled with practical takeaways, we will learn where ‘*what is smart*’ meets ‘*what is right*’ in our industry. Exercises and tailored worksheets will cover Awareness, Behavior, Diagnosis, and Value Proposition. Learn how to better anticipate and understand how candidates and clients think when they are making important decisions around the value we bring to them.

Opening Session Sponsored by Faegre Drinker Biddle & Reath LLP

4:30-4:45pm PT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Legal Recruiter Directory*

4:45-6:00pm PT **Interactive Roundtable Discussions** *(two rotations so attendees can attend two roundtables)*

Legal recruiting topics currently include: Best Practices for Candidate Submissions; How to Negotiate an Offer; Pivoting Your Recruiting Practice (from recruiting associates/partners to in-house or to partner placements); Different Recruiting & Promoting Strategies (such as Cold Calls, Firm Emails, Newsletters, LinkedIn); Pros/Cons of Retained Searches; Updates Using AI to Enhance Recruiting; In-House Recruiting; Merger/Group Placements; and multiple Meet Law Firm Clients Roundtables.

Sponsored by Pirical and Troutman Pepper Hamilton Sanders LLP

6:00-8:00pm PT **Networking Reception** *Sponsored by ALM, lawjobs.com, and ALM Intelligence*

8:00-10:00pm PT **Hospitality Suite Games Night** *Sponsored by Leopard Solutions*

FRIDAY MARCH 1

8:00-9:00am PT **Breakfast / Business Meeting** (all attendees welcome and encouraged to attend)

Breakfast sponsored by Crowell & Moring LLP

9:00-9:45am PT **"Stats and Trends: Partner Hires, Evolving Global Lateral Market, Hot/Not Practice Areas, and More by ALM Intelligence and Chambers"**

Speakers:

[Antony Cooke](#) - Head of Product of Partners at Chambers and Partners

[Patrick Fuller](#) - Chief Strategist, Legal at ALM Intelligence

Patrick Fuller will discuss statistics while Antony Cooke will cover global trends such as: The state of the legal talent market 2024. What matters the most to the legal industry? What do we know today that we didn't 5 years ago? What emerging trends can we see in talent? What issues will define the future of the profession? Why do people choose law firms? What trends can we reveal behind demographics, law firm types, practice groups and locations? Why do people leave law firms? What prevents people from leaving law firms? How do you create the best environment for onboarding talent to stay?

Sponsored by Firm Prospects and Seyfarth Shaw LLP

9:45-10:00am PT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Quarles & Brady LLP*

10:00-10:45am PT **"Recruiter Guilt Trips"**

Panelists:

[Esther Alpert, Esq.](#) - Principal at Alpert Associates

[Anne Heavyside, Esq.](#) - Principal at Key Choice Recruiting

[Pooja Krumenacker, Esq.](#) - Founder and CEO of Balanced Coaching Solutions

Additional Speakers TBD

What things do we feel badly about and how do we handle it? How could we handle it better? Wasting time; turning away a candidate; looking for candidates at prior client firm after the 6 month guarantee or at a personal friend's non-client firm; continuing the deal despite the candidate knowing it may not be ideal for them; giving a candidate less attention than they want/need; promising a firm attention and then not giving it, etc.

Sponsored by Goulston & Storrs PC and Rimon, PC

10:45-11:00am PT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Perkins Coie LLP*

11:00-12:15pm PT **Concurrent Breakout Sessions** *(two rotations so attendees can attend two breakouts)*

"Cold Calling Bootcamp"

[Rob Mosley](#) - Managing Partner of Learning & Development at Next Level Exchange

Cold Calling Boot Camp - Learn how to use the first 60 seconds of any email, voice mail, or live conversation to stand out from the masses and turn cold calls into warm consultative conversations that accelerate relationship development. You will be able to establish the right objectives and strategy for your communication, follow the 5 Steps in opening the conversation: concise introduction; compelling connect, critical sound bites; consultative questions; and call to action; and be better prepared to navigate through any initial resistance and pushback.

"For Owners Only: Brainstorming on How to Hire Star Recruiters"

[Carol Crossdale, Esq.](#) - Founder & CEO of Crossdale Search

[Victoria Gamble](#) - Founder of Gamble Partner Placement

Why do unexpected recruiters succeed, while others seeming perfect for this role do not?

"Partner Recruiting"

[Jessica D. Alexander, Esq.](#) - Director of Strategic Expansion at Cozen O'Connor

[Toccarra Brooks, SHRM-CP](#) - Director of Legal Recruiting at Brown Rudnick LLP

[John Lively, Esq.](#) - Managing Partner at Practus, LLP

Law firm insiders will explore topics such as business plans, accurately assessing and confirming portable business, what firms really need to know when evaluating a prospective lateral, compensation, dealing with notice provisions at their current firms, group moves, how law firms decide on strategic needs, and more.

"Cybersecurity & Data Privacy"

Speaker TBD

Our expert will tell us what we need to know: How should recruiting firms, law firms, and corporations prepare for the increased theft that is costing billions in mass action suits? Are recruiters subject to privacy laws if they collect proprietary information that is not known to the general public such as LPQ data and financials? Can third party recruiters be held liable for not having adequate protection to safeguard their candidates' and client's information? Learn about encryption emails, the double verification process, and risks in storing SSN, EIN, or banking information, and additional protective strategies and tools.

"Integration of Laterals for Recruiting Success"

[Christine Ruffner-Ruark, Esq.](#) - Principal at LHH

[Bridget Salazar, MBA](#) - Sr. Manager, Lateral Partner Integration at Morrison & Foerster LLP

This session will feature best practices for onboarding partners, groups, and associates to decrease attrition and increase integration and retention for a more profitable result. Our expert panelists will share specific tools, strategies, and business cases with attendees to enhance the current integration programs within their firms.

Concurrent Breakout Sessions Sponsored by Cozen O'Connor P.C.; Morrison & Foerster LLP; and Brown Rudnick LLP

12:15-1:15pm PT **Luncheon with Mindfulness Exercise and Door Prize Drawings**

Luncheon sponsored by Kilpatrick Townsend & Stockton LLP

Door Prizes sponsored by The Cluen Corporation

1:15-2:00pm PT **Keynote Presentation with Legal Industry Influencer** [Alex Su, Esq.](#)

Alex Su will share anecdotes from his career in law & technology and provide specific strategies for using LinkedIn to make more placements with minimum time and effort. Using real examples from his own LinkedIn history, in

addition to some customized from those in our audience, Alex will demonstrate tactical approaches to maximize your social media efforts. These include how to identify your target audience, create a profile that attracts the right people, easily connect through comments and direct messages, and create authentic and effective content that gets you in front of your intended audience to drive business results.

Keynote sponsored by Practus, LLP

2:00-2:15pm PT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Goodwin Procter LLP*

2:15-3:00pm PT **“Trends in Diversity”**

Moderator: [Kathryn Holt Richardson, Esq.](#) - Founder and Principal, HR Legal Search, LLC

Panelists:

[Danielle Carr, Esq.](#) - Chief Officer of Inclusion at Lowenstein Sandler LLP

[Judi O’Kelley, Esq.](#) - Chief Program & Policy Officer, National LGBTQ+ Bar Association

[Caren Ulrich Stacy](#) - Founder & CEO of Diversity Lab

This team of experienced thought leaders in the legal recruiting and DEI space will share their expertise on trends in diversity, equity, inclusion, belonging and well- being in the legal industry. They will share practical tips for sourcing, presenting and recruiting top talent and leaning into courageous conversations during these challenging times.

Sponsored by Davis Wright Tremaine LLP and Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, PC

3:00-3:15pm PT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Potomac Law Group, PLLC*

3:15-4:00pm PT **“The Unvarnished Truth: Building Client Relationships at the Top Level”**

Moderator: [Charles Curtis](#) – President, CLCurtis31 Consulting

Panelists:

[Michael Attanasio, Esq.](#) - Litigation Department Global Chair of Cooley LLP

[Jeffrey J. Delaney, Esq.](#) – Global Head of Corporate & Securities and Chief Recruiting Officer at Pillsbury Winthrop Shaw Pittman LLP

[G. Michelle Ferreira, Esq.](#) - Co-Managing Shareholder for the San Francisco & Silicon Valley Offices of Greenberg Traurig, LLP

[Valerie M. Goo, Esq.](#) - Managing Partner of the Los Angeles Office of Crowell & Moring LLP

In a fast-paced, interactive session, legal industry leaders will provide insider tips on how we can best work with our clients at the highest levels. Audience members are encouraged to ask the panelists questions via our roving microphone. Topics will include: What works/doesn’t work in reaching out to and partnering with legal employers; how and when to approach them; how to distinguish ourselves from the competition; and tips on what to do when a client’s partner leaders and its recruiting team are not in alignment.

Sponsored by Offit Kurman and Greenberg Traurig, LLP

4:00-4:15pm PT **Coffee Break and Sponsor Tables** *Coffee break sponsored by Kirkland & Ellis LLP*

4:15-5:00pm PT **Interactive Roundtable Discussions**

Legal recruiting topics currently include: Steering Clear of Trouble: Tricky Situations and the Code of Ethics; Productivity Hacks for Recruiters/Integrating Technology into Recruiting; What Happens Internally to Kill a Deal; Partner Compensation; Coming Back from a Slump; Sales, Building Trust, Performance, Connecting w/People, Keeping in Touch; Using Data to Enhance Your Recruiting Practice w/Leopard Solutions; Counterparts: Partnering with Your Headhunter & Your Headhunter Partnering with You; and multiple Meet Law Firm Clients Roundtables.

Sponsored by Honorary Sponsors: Akerman LLP; Baker & Hostetler LLP; Bass, Berry & Sims PLC; Bilzin Sumberg Baena Price & Axelrod LLP; Cadwalader, Wickersham & Taft LLP; Cooley LLP; Cox, Castle & Nicholson LLP; Dechert LLP; Duane Morris LLP; Eversheds Sutherland (US) LLP; Gibson Dunn & Crutcher LLP; Hanson Bridgett LLP; Hogan Lovells US LLP; Jones Day; Kelley Drye & Warren LLP; Latham & Watkins, LLP; Loeb & Loeb LLP; Lowenstein Sandler LLP; McCarter & English, LLP; Michelman & Robinson, LLP; Miles & Stockbridge P.C.; Moore & Van Allen PLLC; Nixon Peabody LLP; Orrick, Herrington & Sutcliffe LLP; Pillsbury Winthrop Shaw Pittman LLP; Reed Smith LLP; Rutan & Tucker, LLP; Stradley Ronon Stevens & Young, LLP; Vedder Price P.C.; Wilson Sonsini Goodrich & Rosati

6:00-7:00pm PT **Networking Reception at LAVO Italian Restaurant** *Sponsored by Chambers*

7:00-9:00pm PT **Celebratory Dinner at LAVO Italian Restaurant** *Sponsored by ALM, lawjobs.com & ALM Intelligence*

SATURDAY MARCH 2

8:30-11:00am PT **Breakfast Town Hall Meeting**

Recap of sessions; Opportunity to discuss hot topics; Controversial comments, and unresolved issues from the conference; Market conditions and challenges facing the legal recruiting profession.

Breakfast sponsored by Sterlington, PLLC

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