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For Immediate Release

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Press Release

Business of Law Visionaries Form a New Organization: Legal Value Network

CHICAGO, March 10, 2020 – The Legal Marketing Association (LMA) and the visionary members behind the creation of P3® – The Practice Innovation Conference (P3 Conference) are pleased to announce the formation of a new member organization: **Legal Value Network**.

The Legal Value Network (LVN) was born out of a long-time partnership with LMA and the growth of the business of law community. “It was 2012 when I approached LMA with the idea to create a business of law-focused conference. Through LMA’s support and a small group of dedicated volunteers, the P3 Conference was born and the market responded positively to this focused resource,” said Toby Brown, chief practice management officer of Perkins Coie LLP and a veteran member of the P3 initiative. “The pricing, project management and process improvement community – the three p’s of P3 – has continued to grow and is now at the point where it makes sense to establish a separate home specifically for that community.”

“LMA was excited to bring P3 to life in 2013 and has provided significant support for the growing community over the past seven years – from year-round education to LMA’s Client Value Shared Interest Group to incorporating related sessions at LMA’s annual conferences,” said Jill Huse, founder and partner of Society 54 and LMA’s 2020 Board President. “We are happy to help support LVN’s launch as a separate organization. We also look forward to continuing to support our business of law members through continuing education and networking opportunities, with LVN as an educational partner.”

LVN is structured to bring a broader array of member benefits and resources focused on business of law professionals, clients of legal providers and legal provider vendors. In 2021, LVN will announce a new conference, intended to support the growing pricing, project management and process improvement community and make further strides to advocate for clients of legal providers. LVN will continue to be deeply involved in the 2020 P3 Conference as an educational partner. Beyond the conference, LVN will establish results-oriented task forces and working groups focused on generating practices and deliverables that can be put into use by law firms and clients in their work together.

LVN is a membership-based organization that leverages and enhances the collective knowledge and skills of its members by:

- Providing a forum for thought leaders and members to share and facilitate the development of industry best practices;
- Furthering the professional development and expertise of its members through collaborative projects, educational opportunities and mentoring; and
- Encouraging and promoting business and professional opportunities for its members.

As law firms, clients, and legal market providers embrace innovative changes, LVN will be the home for sharing ideas and learning how to better advance the evolution of the legal market. This will include the newer and yet-to-emerge roles within these organizations.

To learn more about LVN, become a member, get involved and be a part of this important evolution, go to www.legalvaluenetwork.com.

About the Legal Value Network:

The Legal Value Network's mission is to accelerate evolution in the legal industry. LVN connects business of law professionals from law firms, corporate legal departments, alternative legal services companies, and technology providers who are focused on designing, building and implementing the foundations of a more contemporary and commercially-sound model of legal service delivery.

The founders of LVN include Toby Brown, Michael Byrd, Stuart Dodds, Chris Ende, Justin Ergler, Kristina Lambright, Keith Maziarek and Purvi Sanghvi. These individuals joined forces in 2012 to help produce the Legal Marketing Association's first-ever P3 Conference that attracted over 120 professionals from across the globe and started a movement that grew to include a vibrant, cross-functional gathering of over 450 professionals in 2019.

About the Legal Marketing Association:

Founded in 1985, the Legal Marketing Association (LMA) is the universal voice of the legal marketing and business development profession, a community that brings together CMOs to entry-level specialists from firms of all sizes, consultants and vendors, lawyers, marketers from other professions and marketing students to share their collective knowledge. LMA has eight regions and more than 40 local groups across the United States and Canada, and its 4,000 members hail from 48 U.S. states and 26 countries. More than 90 percent of the largest 200 U.S. law firms employ an LMA member. Members at every stage in their career development benefit from participating in LMA's array of programs and services. For more information, visit www.legalmarketing.org.

P3[®] is a registered trademark of the Legal Marketing Association.

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