



## Top 5 Reasons Your Managing Partner Needs You to Attend an ALA Regional Conference

### **1. You are a key source of knowledge for the law firm**

More than 20 different education sessions will be available at each regional conference that focus on financial management, human resources, communication, operations management and legal industry/business management.

### **2. There will be limited time out of the office**

ALA understands how valuable your time is to your law firm and the two-day format of a regional conference is intended to maximize what you can learn in a shortened conference time frame. And are you really away from the office when you have an iPhone or Blackberry?

### **3. The conference is held close to your office**

Locations for the regional conferences are chosen for their accessibility to ALA members in the region. Tip: plan early so you can get the best airline fares and discounted hotel rooms.

### **4. Connections**

The connections you make at a regional conference provide valuable resources that enable you to solve problems and gain insight from people who understand the exact issues you face each day.

### **5. Sales calls at a minimum**

The conference features business partners with cutting-edge products and services -- all in the same location -- so you avoid separate sales calls to your law firm and research that doesn't utilize your time in the best way.