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Five Events Solo and Small Law Firm Lawyers Should Attend

Most small or solo firms have learned to be efficient with both time and money: with less capital to spend on marketing activities than bigger firms and limited time to invest in attending important industry conferences, lawyers have to be selective and strategic about where they spend their time and money. With so many legal conferences to choose from it can be difficult to narrow down which ones will deliver the best return on investment. Because this is a common question we get from clients and colleagues alike, we've put together a list of the top five most important events for solo and small firms.

ABA TECHSHOW

This conference is a big one: roughly 1,500 people attend and dozens of legal tech exhibitors and presenters are on hand to discuss how solo practitioners and small law firms can run more efficiently and effectively. With technology increasingly being incorporated into the practice of law, attendees learn about legal technology, network with other professionals and shop for legal tech products. For three days, ABA TECHSHOW attendees learn about the most useful and practical technologies available on the market. A variety of CLE programming is also available. In 2019, the show will run from Feb. 27 – March 2, in Chicago.

ASSOCIATION OF LEGAL TECHNOLOGISTS®

ALT proclaims itself as “an organization for people who need to know about legal technology, not just for those who already do.” The association's annual conference prepares firms of all sizes with the knowledge, materials and peer network to tackle today's toughest legal tech challenges. Registration to the all-inclusive event includes a luxury hotel room, food, drinks and a yearly ALT membership. The event will be held Feb. 9 – 12, 2019, in Scottsdale, Arizona.

LAWYERIST LABCON

Lawyerist LabCon, formerly known as TBD Law, is an invite-only event for current Lawyerist Lab and Lawyerist Lab Pro community members. The event is designed to help attendees work together with like-minded thought leaders to retool their practices from the ground up in preparation for the next 10 years of legal innovation. The 2019 event will be held Aug. 11 – 14, in Chaska, Minnesota. Attendance is capped at 75, so only lawyers working with Lawyerist to grow their firms through its Lawyerist Lab program are eligible for selection.

LAWYERNOMICS®

Consumer demand and digital advancements affect the way attorneys market and manage their brands online. Hosted by Avvo®, Lawyernomics is a legal business development conference, with most of the event focused on helping lawyers optimize their marketing and branding practices. Attendees learn about marketing and law practice strategies as well as trends from legal industry leaders. The event also includes sessions on legal research, the future of law practice and other hot topics. The dates for the 2019 conference have yet to be announced.

LEGALTECH®/LEGALWEEK®

Presented each winter by ALM®, Legaltech, once the epicenter of all things eDiscovery, has expanded into a more all-encompassing [Legalweek](#) event in New York. Small law firm attorneys should consider attending this event because it incorporates five informational conferences into one event. Each conference is designed to address key issues at a functional level: Legal CIO, Legal Marketing, Legal Diversity & Talent Management, Business of Law Form and Legaltech. The event will be held Jan. 28 – 31, 2019, at the Hilton New York.

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