



Transformative Networks

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TOP MISTAKES FIRMS MAKE IN PROFESSIONAL ORGANIZATIONS

Felice Wagner
Executive Director and General Counsel
The Trial Network
felice@trial.com
954.734.6065



Session Abstract

Professional organizations are designed to help us grow. Whether we're looking to expand our knowledge, extend our geographic reach, or develop new business contacts, there are countless organizations that can help us achieve our goals. But what happens when your firm is one year, five years, or even longer into its membership and isn't seeing a return on its investment?

Over the past three decades, Felice Wagner has worn nearly every "hat" in the legal industry: she was a practicing lawyer, excelled in staffing and sales, founded a consulting firm serving top law firms and legal service providers, led the business development and marketing department for an AmLaw 100 firm, and now serves as the Executive Director and General Counsel for The Trial Network, a professional network of 23 trial firms across the United States. She is also a member of the Legal Marketing Association Hall of Fame. Simply put, Felice has considered and participated in legal industry professional associations from every angle.

Drawing on her comprehensive experience, Felice will highlight the top mistakes firms make in professional organizations that keep them from unlocking the full potential of membership.