



2022 NABE Annual Meeting

August 2-4

Chicago, IL

Welcome to the Annual Meeting!

#NABE2022Annual



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NABE BarTalks Opening Plenary PART 1



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ROUND 1 SPEAKER:
Molly Kilmer Flood
ABA Bar Services Division





The Path
Forward...

Bar
Organizations as
Connectors



AMERICAN **BAR** ASSOCIATION

Bar Services Division

What questions should we be asking as a result of the pandemic that we might not have asked before?

Jeff Cobb: A key question is, “How much of our value are we placing on being a ***convener*** rather than a ***connector***?”

Associations have always relied heavily on bringing people together physically—and now digitally—but real connection is more about bringing people together emotionally. How can we better foster that capability given that physical meetings are off the table in most cases for a long time to come?

Today's Plan:
How Can Bars
Better
Connect With
Their
Members?

- Review Relevant Data
- Look at Current Efforts from Bars from Across the Country
- Brainstorm Ideas

2021

STATE & LOCAL BAR BENCHMARKS

Membership, Administration and Finance

PRACTICING LAW IN *the* PANDEMIC *and* MOVING FORWARD

RESULTS AND BEST PRACTICES FROM A NATIONWIDE
SURVEY OF THE LEGAL PROFESSION



ABA AMERICANBARASSOCIATION

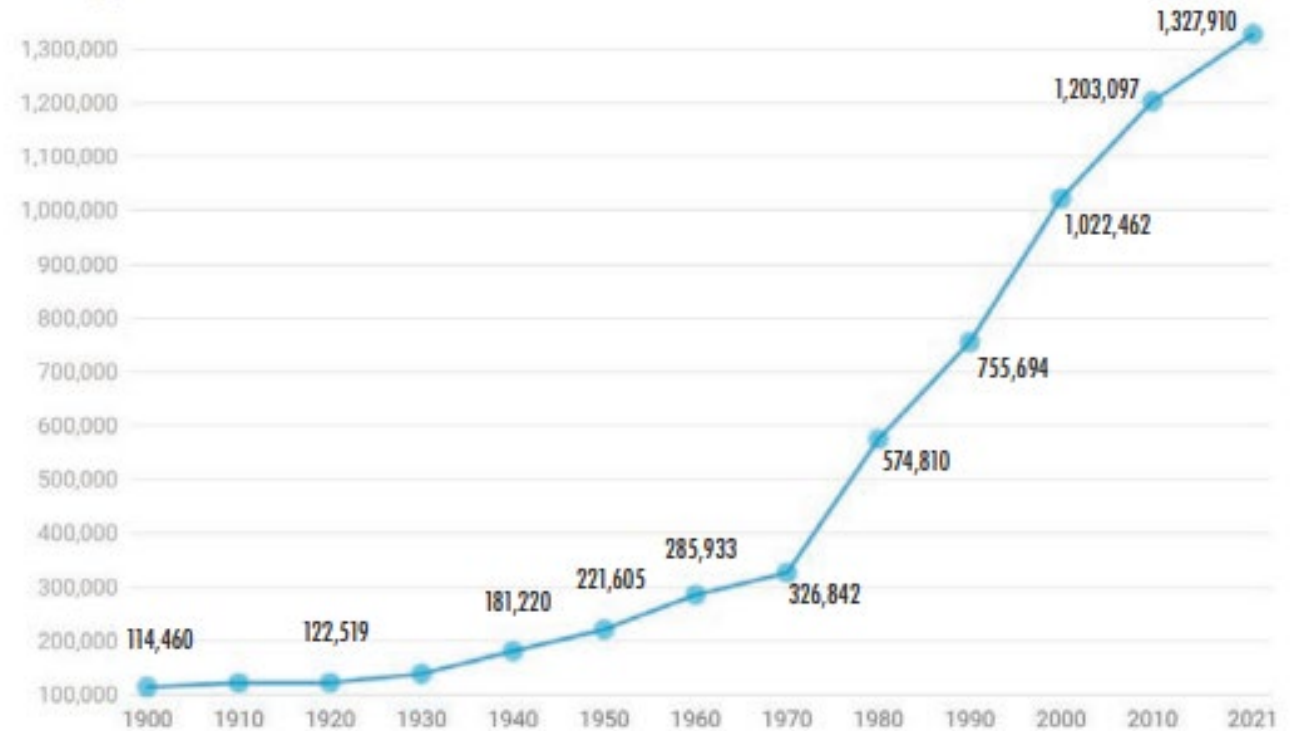
ABA AMERICANBARASSOCIATION™

Profile of the Legal Profession 2021



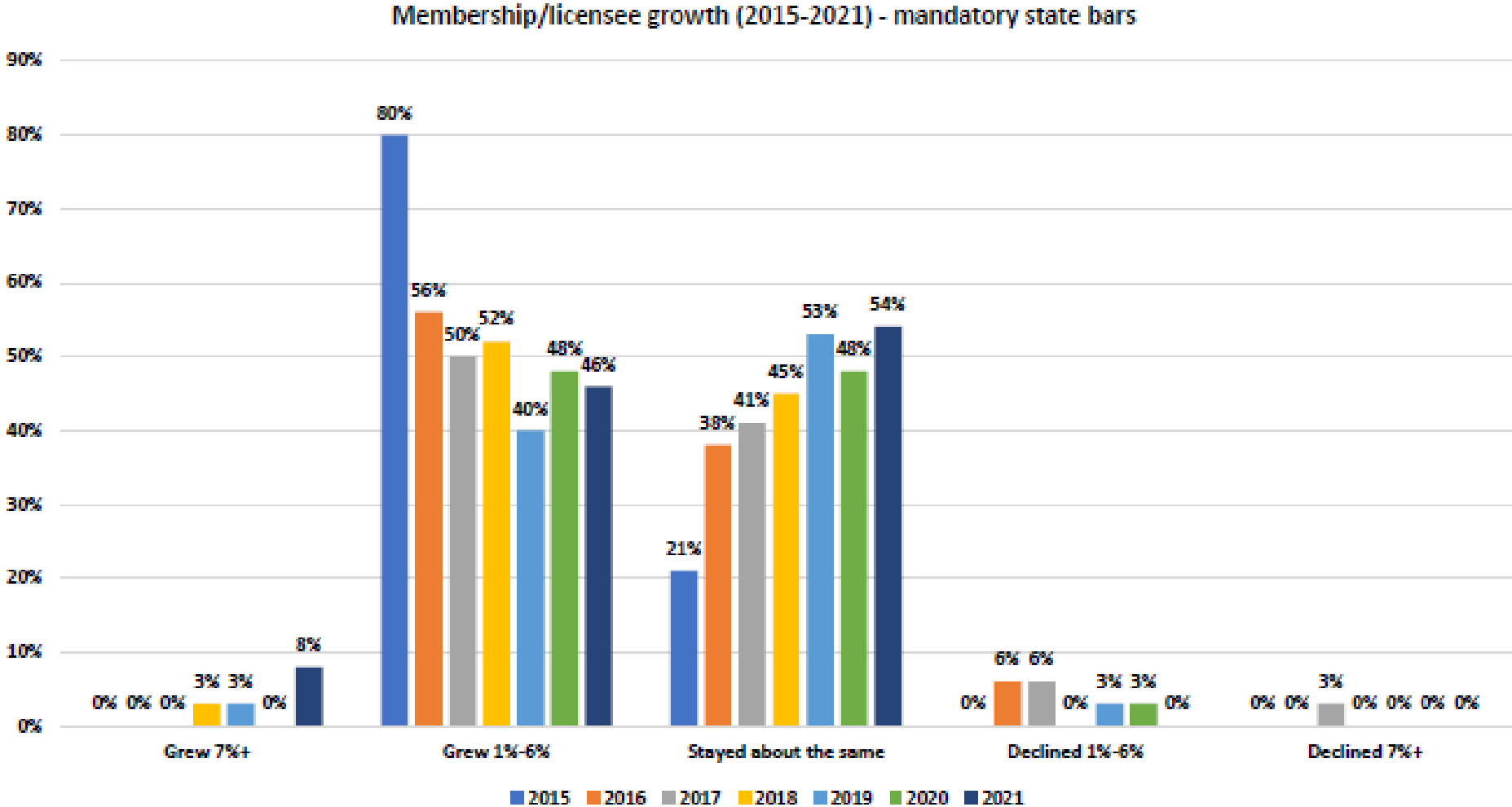
The COVID-19 Pandemic • Demographics • Legal Deserts • Wages • Legal Education • Judges
Pro Bono • Women in Law • Legal Technology • Lawyer Well-Being • Lawyer Discipline

Lawyer Growth 1900- 2021



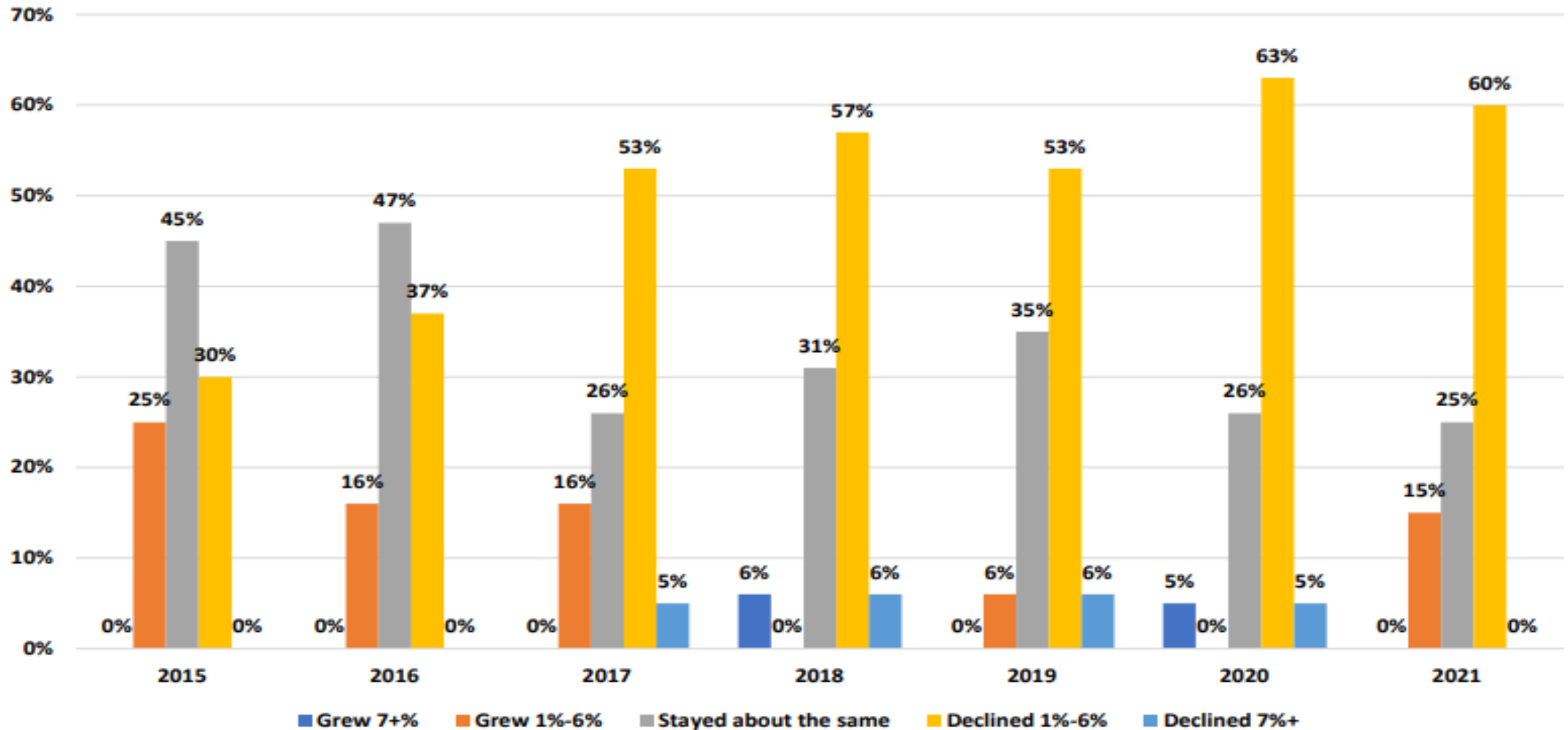
Source: ABA National Lawyer Population Survey

Mandatory State Bar Licensee Growth



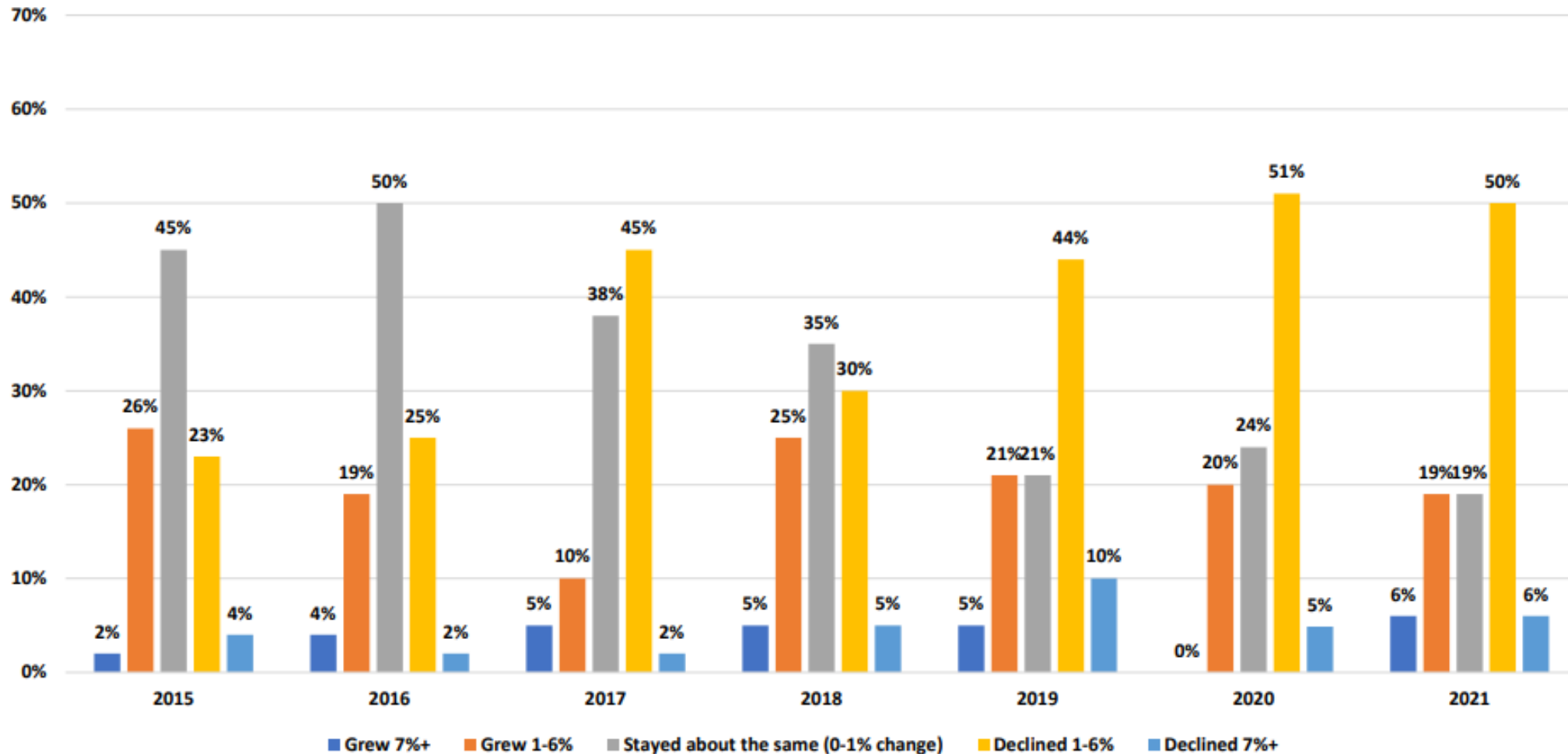
Voluntary State Bars Membership Growth 2015-2021

Membership growth (2015-2021) - voluntary state bars



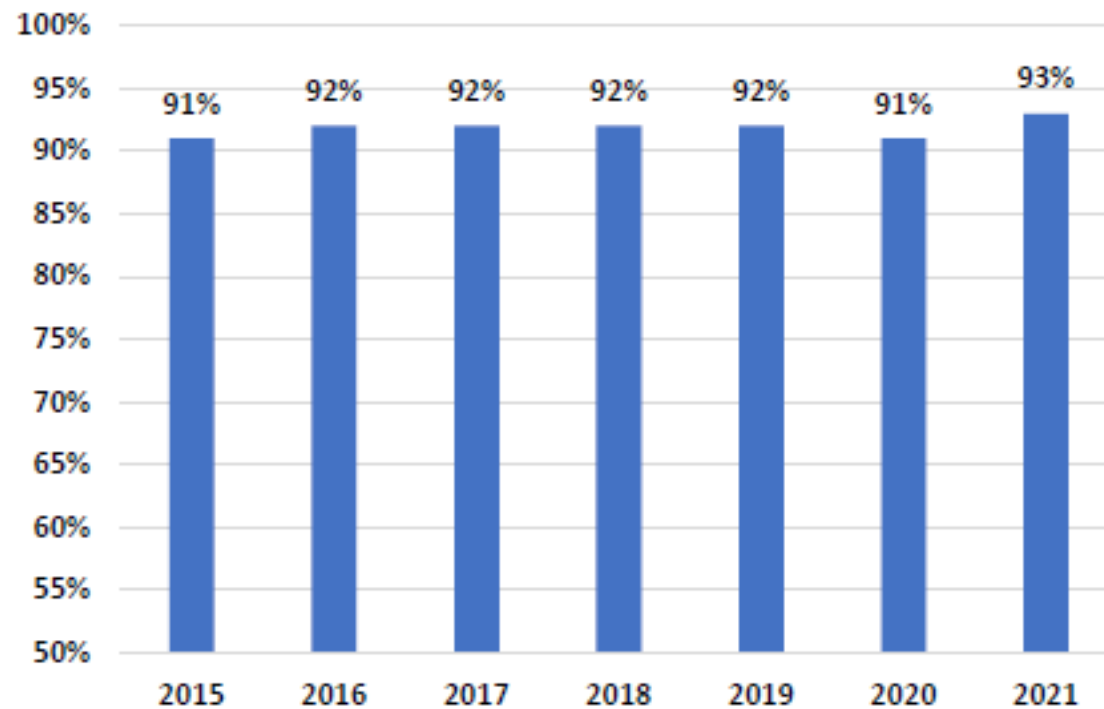
Large Local Bar Membership Growth 2015-2021

Membership growth (2015-2021) - large local bars (1,700+)



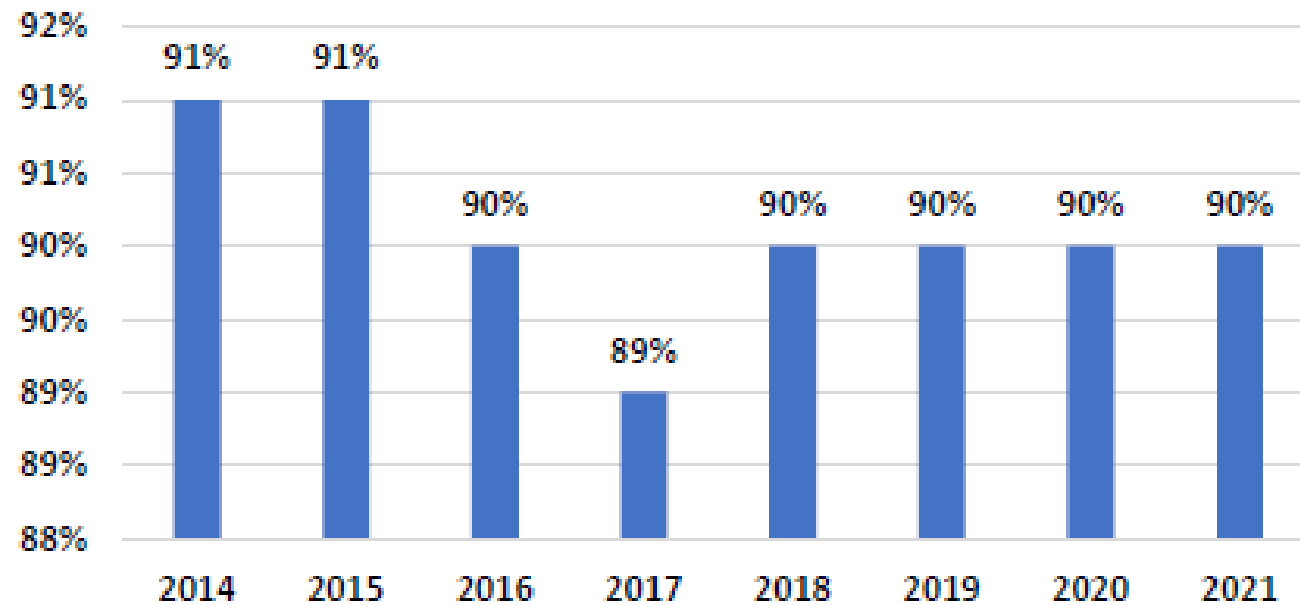
Voluntary State Bars: Retention Rates

Retention rates (2015-2021) - voluntary state bars



Large Local Bars: Retention Rates

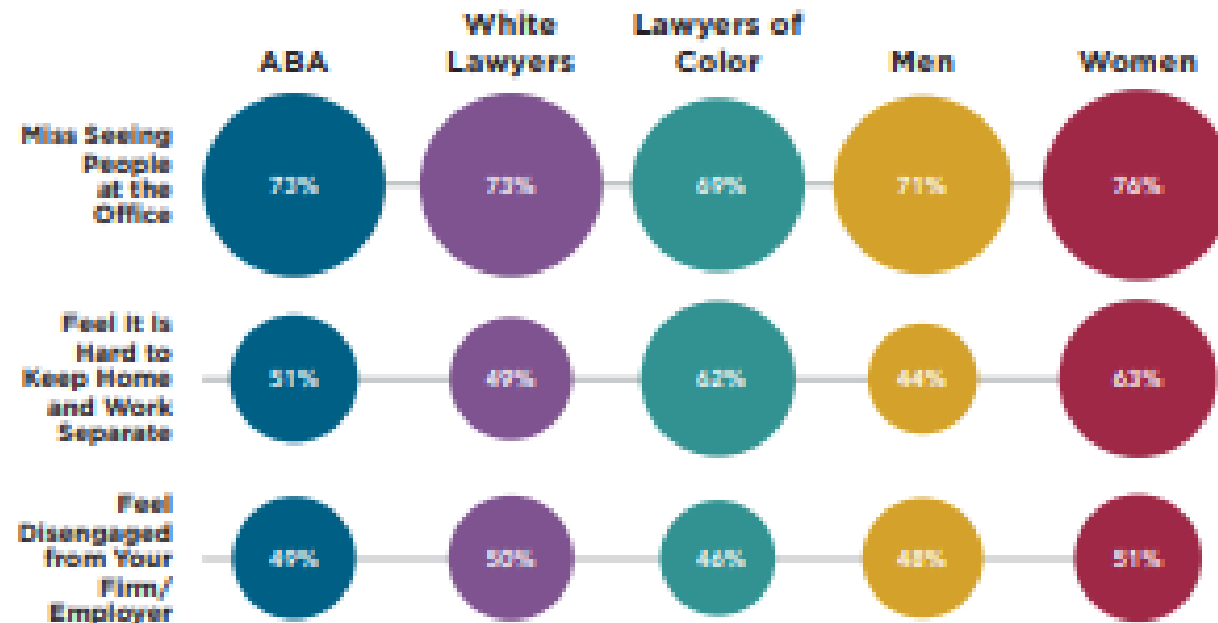
**Retention rates (2014-2021) - large local bars
(1,700+)**



COVID heightened feelings of disengagement/stress in practicing attorneys

Can bar associations help?

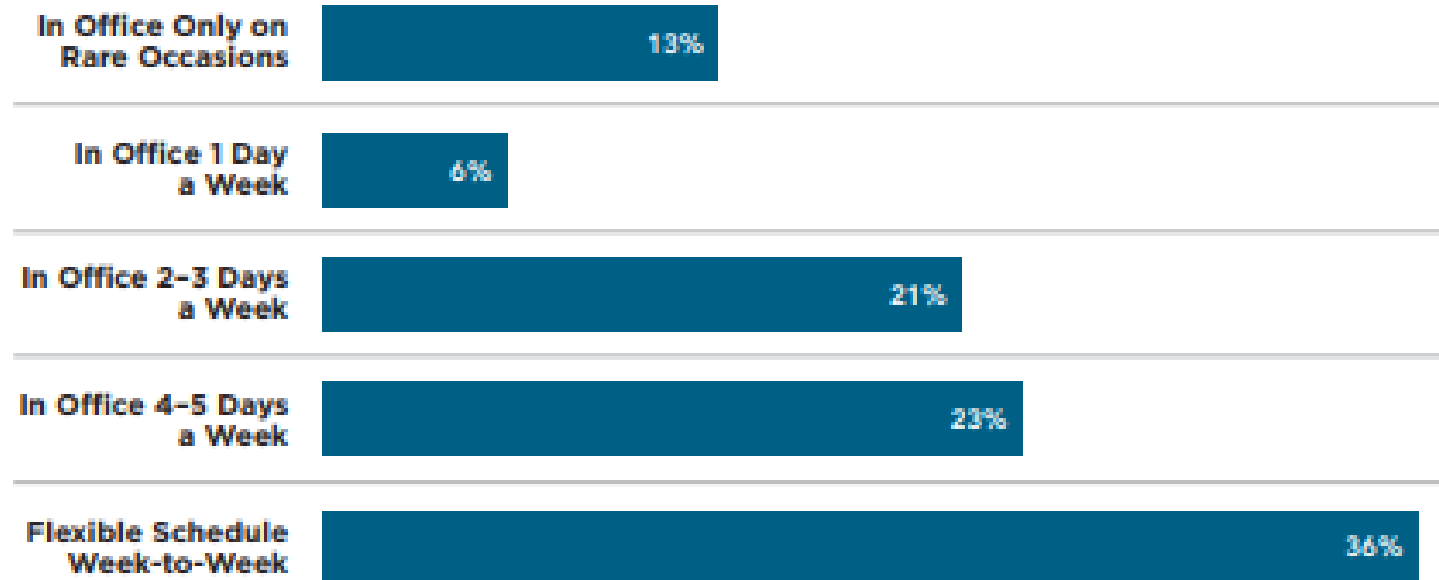
COMPARED TO A YEAR AGO, ABA MEMBERS MORE OR MUCH MORE OFTEN:



Work is a Thing – Not a Place

IDEAL MIX OF OFFICE + REMOTE

ABA





What the data tells us...

- Small growth in total number of licensed attorneys
- Member retention percentages remain high, but there are consistent decreases in membership numbers at both voluntary state & local bar associations
- Hybrid work environment for many practicing attorneys create challenges and market opportunities for all bar organizations





How do we create that connection to our bar organizations?

- Meet members where they are
- Demonstrate flexibility
- Provide more avenues for leadership & substantive contributions
- Be a source of fun




Take Advantage of the Moment



Be Strategic About the
Format of your Meetings

Manage Expectations About “Hybrid” CLE



**WE'RE TAKING YOU OUT
TO A BALLGAME**
and **GIVING YOU
CLE CREDIT!**

We'll board a bus at IndyBarHQ and head north to Chicago for a Cubs game. On the way up, we'll watch a CLE video replay and get **one hour** of credit.

**FRIDAY
JULY
15**

**IndyBar Does Wrigley
CLE & Cubs Game**

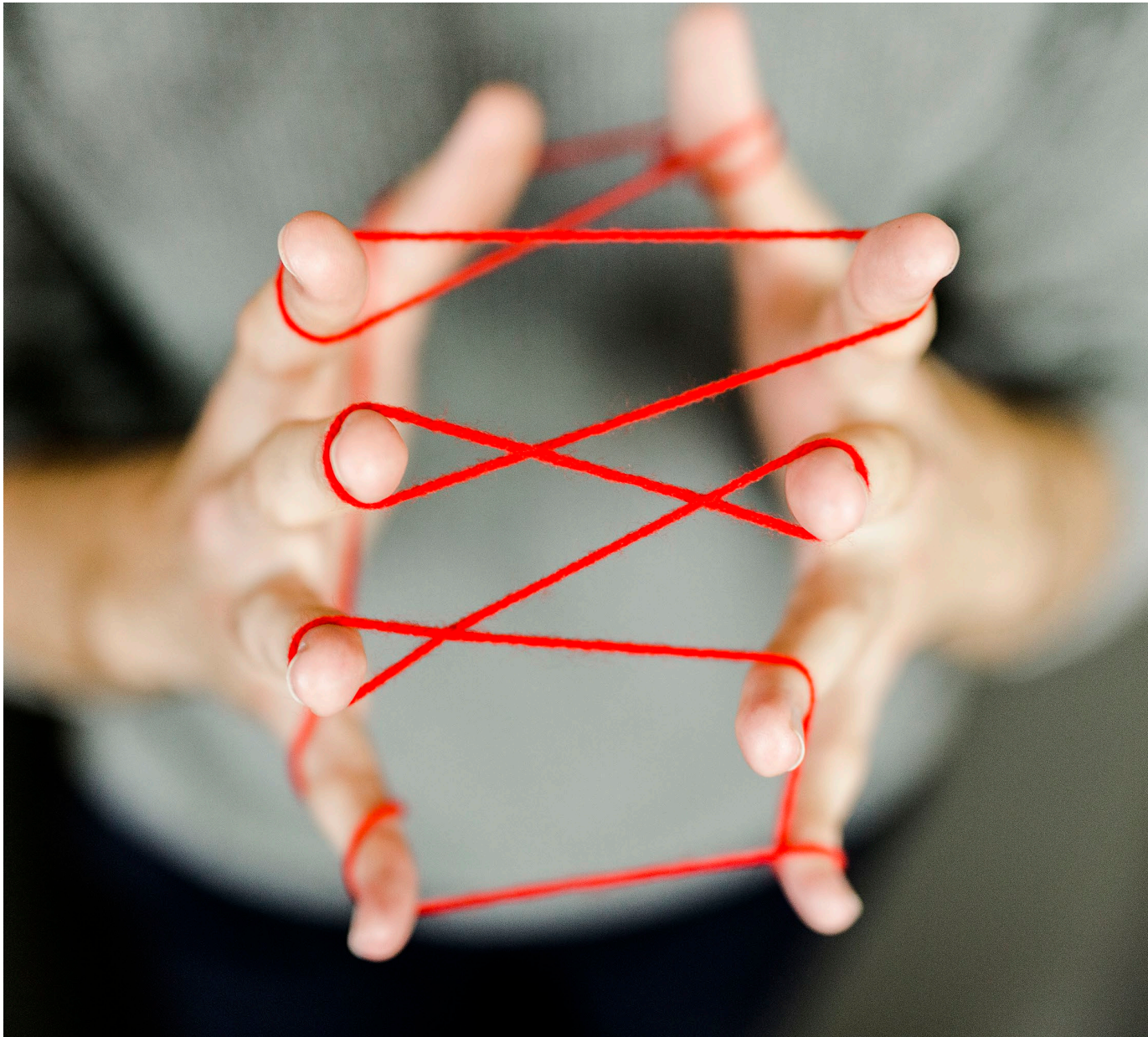
*Bus boards at IndyBarHQ at 8:30 a.m.
and we'll return to Indy around 9 p.m.*

LEARN MORE AT INDYBAR.ORG/CUBSCLE





Create Opportunities for Fun



- Create opportunities for new voices to contribute

- Be strategic about the format & timing of your governance meetings & CLE offerings

- Look for ways to infuse fun at every event

Any questions: contact me!

Molly.flood@americanbar.org



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Go to www.menti.com and use code **8324 1245** to submit your answer.

POLL 1:

How can you help cultivate the connect
at your bar organization?



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ROUND 2 SPEAKERS:
Parker Bedsole & Dan Griffith
LexisNexis & Decisis



The Future of Legal Research

And what it means
for member benefits

Parker Bedsole
Senior Director of Marketing
LexisNexis Legal

Me doing legal research

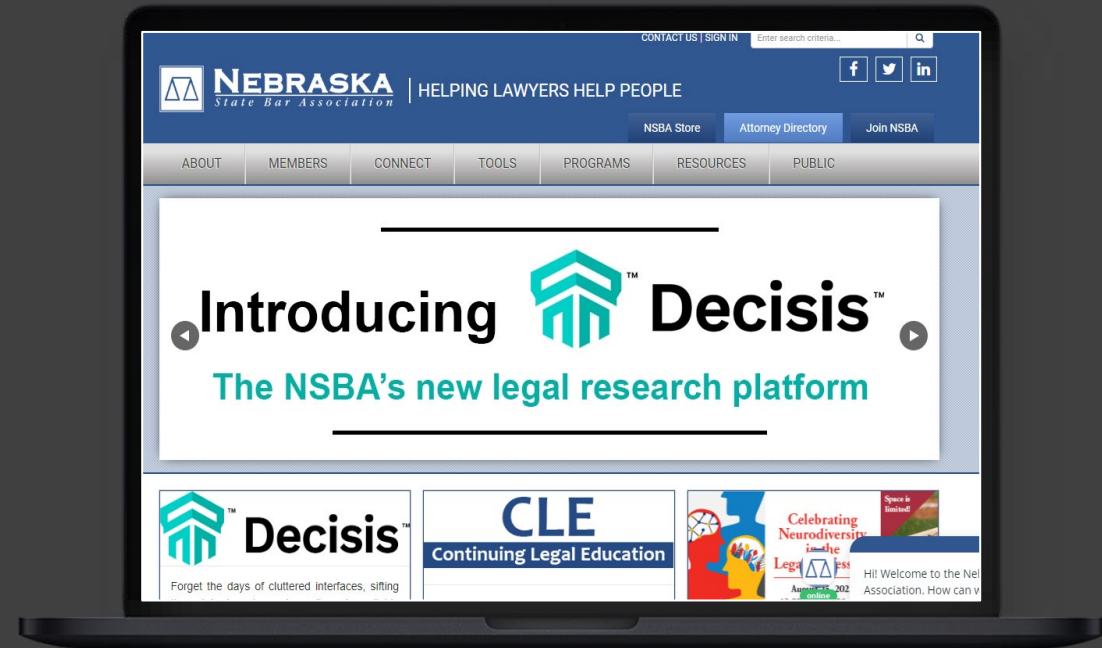


Me trying to figure out
where I want to go to lunch



Trust me, this will
be fun.

Today, bars tout legal research offerings.

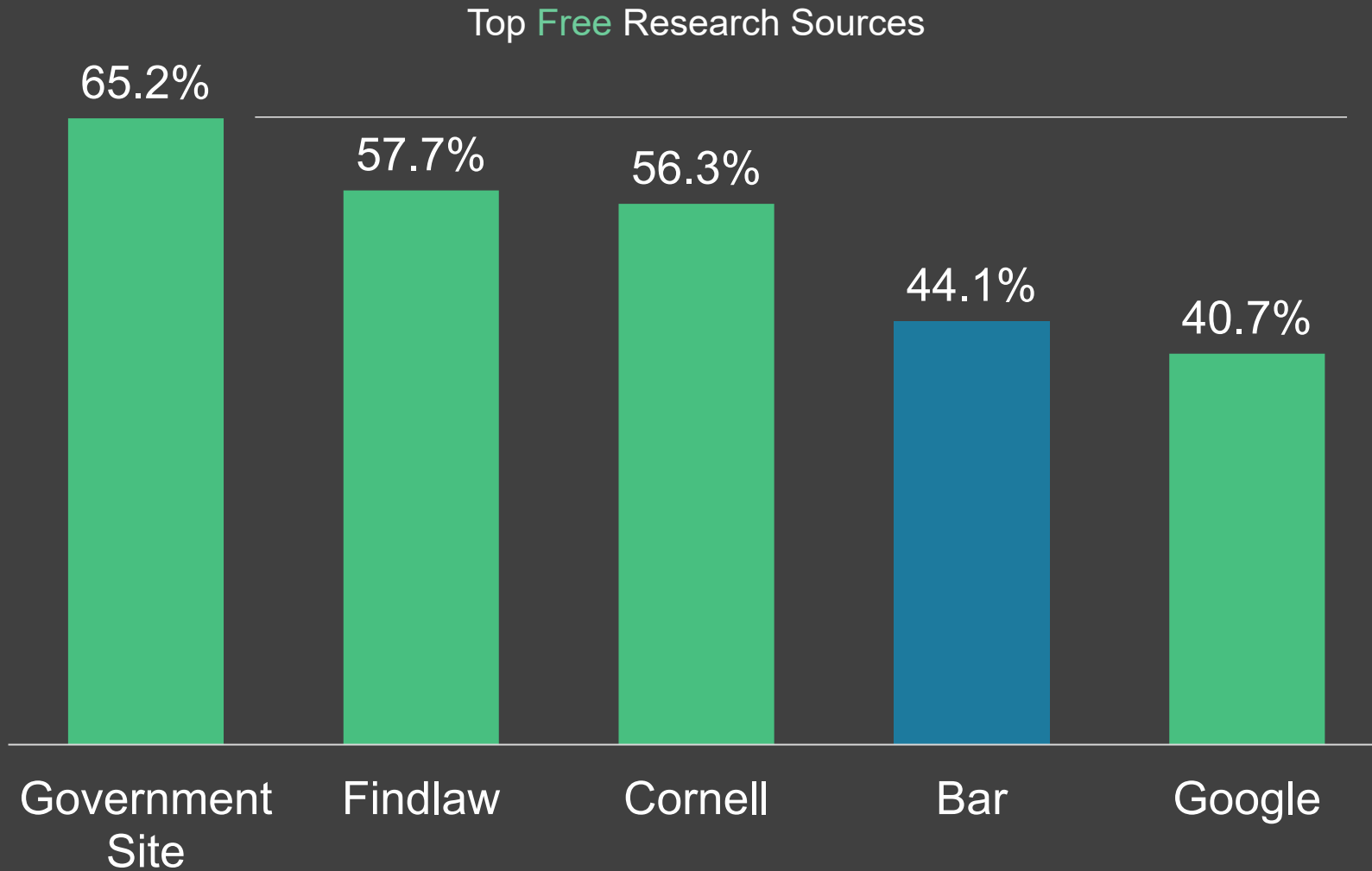


44%

of attorneys have
used legal research
from their bar 👍

ABA Legal Tech Survey 2021

But less than alternatives.



So why?

Pain points with free solutions

ABA Legal Tech Survey 2021



Search — 10% very satisfied



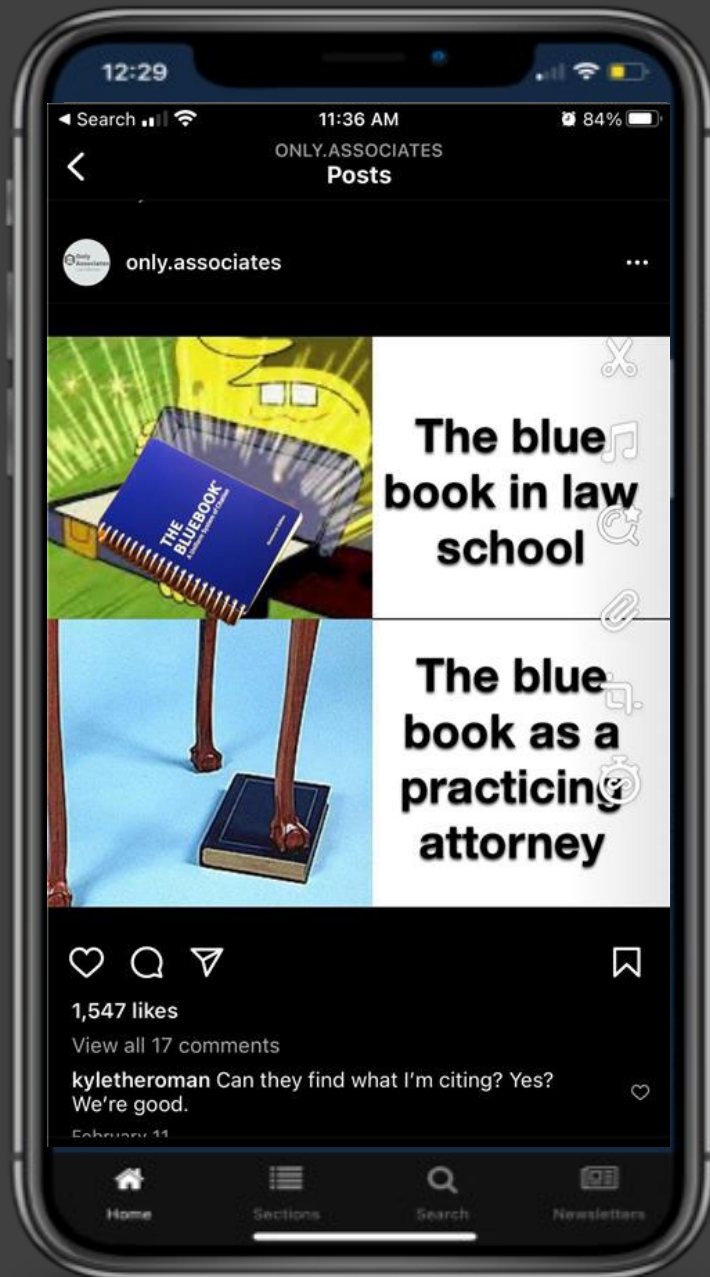
Ease of use — 18% very satisfied



Content coverage — 12% very satisfied



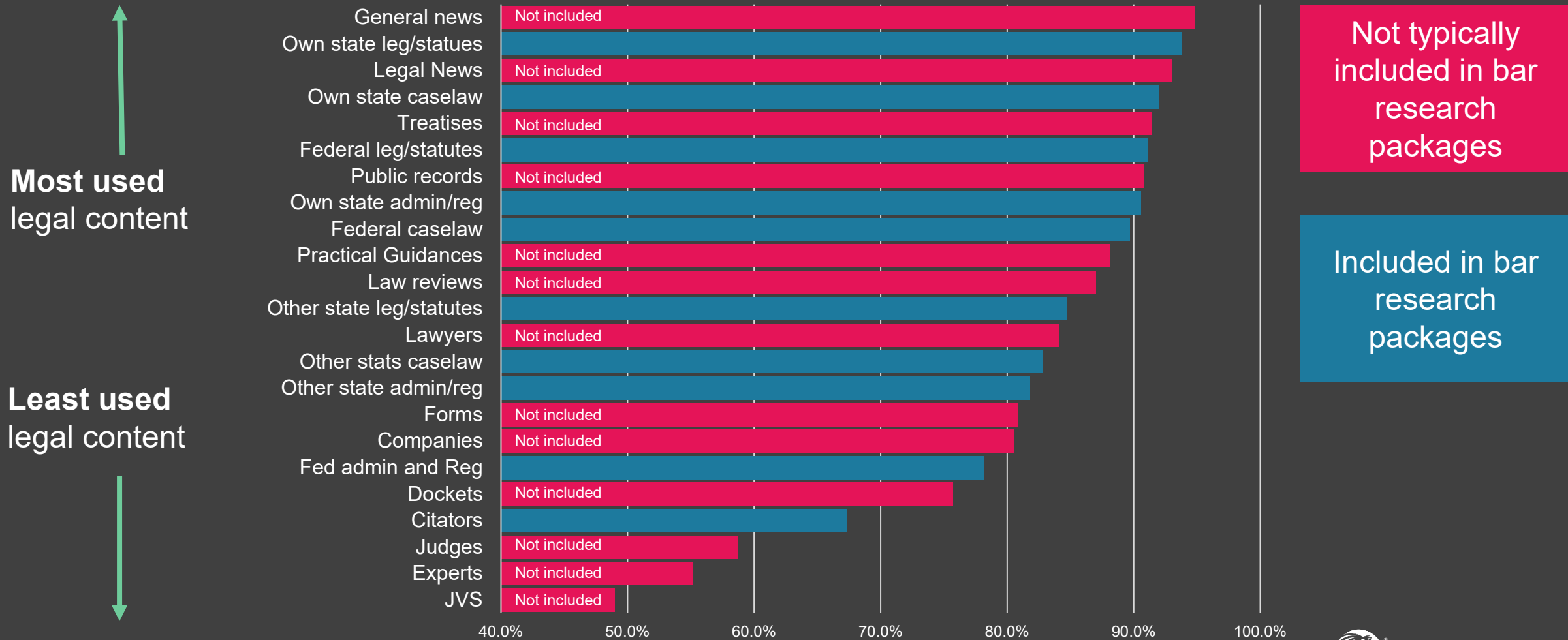
Citator — 7% very satisfied



What's in a citator anyway?

2 Content Gaps with Bar Research

Attorney Usage of Various Legal Content

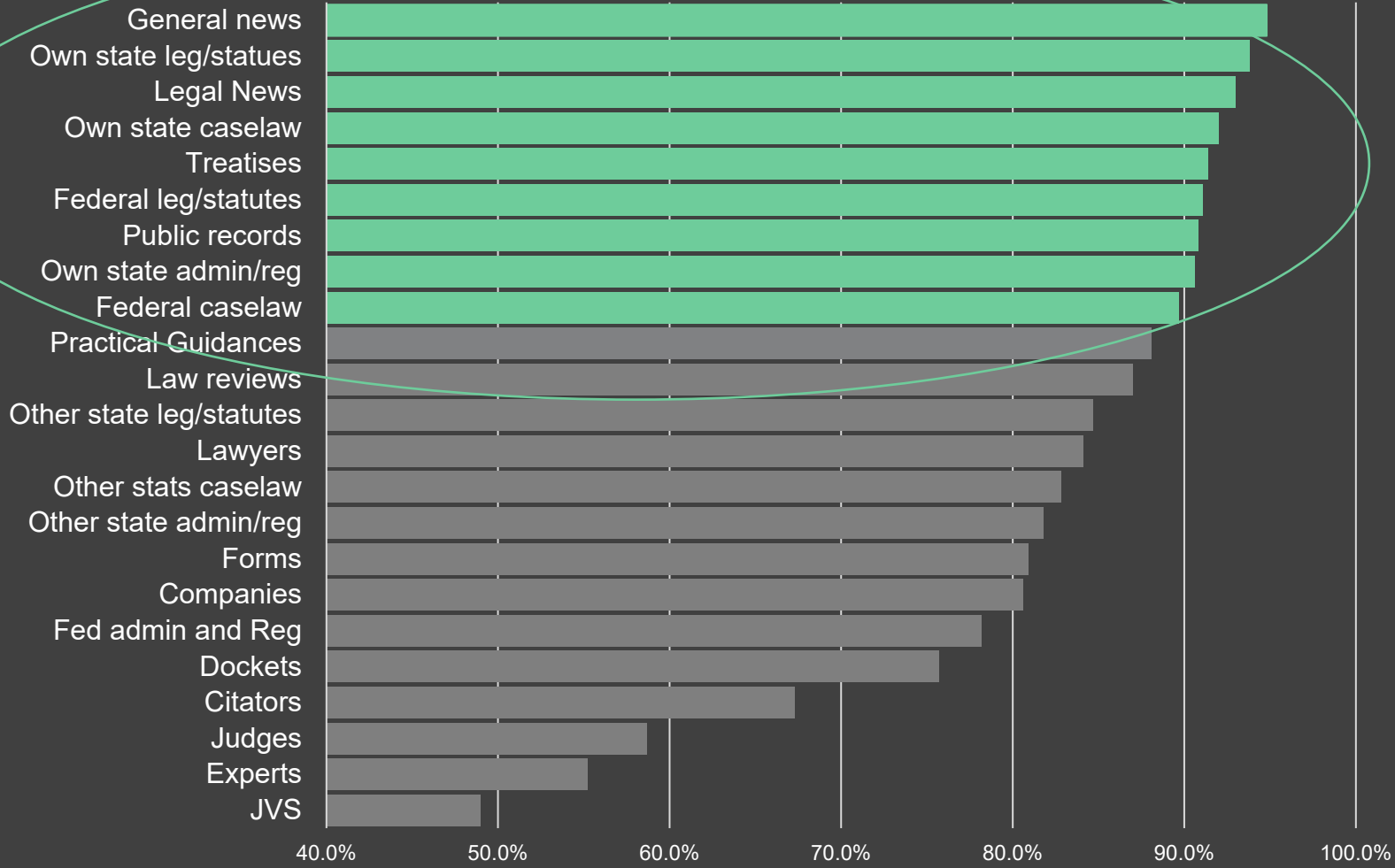


3 Areas of Opportunity

1

Offer the Ideal Research Experience

Attorney Usage of Various Legal Content



An ideal package might include **News** instead of a **Citator**

2

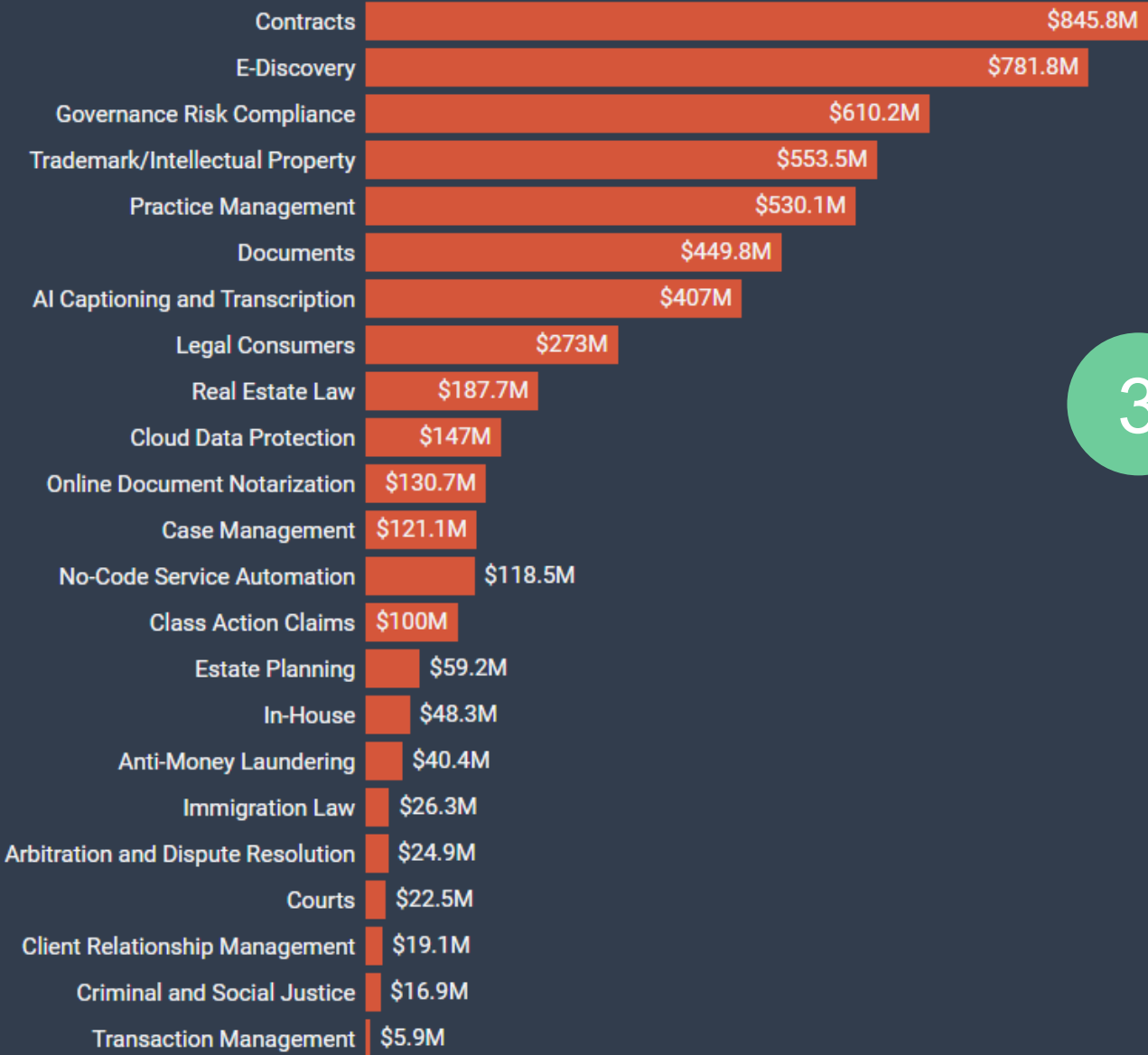
Align your Goals with Theirs

Small Firm Goals from Thomson Reuters 2020 Small Firm Survey



Legal Tech Investments by Category in 2021

2021 was the year of funding for contract software companies, but categories such as e-discovery and GRC were competitive as well.



3

Move with the Market

Thank you!

Parker Bedsole
Senior Director of Marketing
LexisNexis Legal



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Go to www.menti.com and use code **8303 3018** to submit your answer.

POLL 2:

What's the optimal legaltech offering for member benefits?



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ROUND 3 SPEAKER:

Mauricio Fonseca

MemberCentral



Fostering a Culture of Collaboration

Presented by:



*Mauricio Fonseca
Chief Product Advocate
MemberCentral | SeminarWeb | TrialSmith
mfonseca@membercentral.com*



- 150+ Legal Associations
- Support Centric
- Data Driven AMS
- Consultative Staff
- Frequent Innovation





"Associations should be in the business of associating."

Julie Armstrong
Indianapolis Bar

List Servers

Forums

Association App

Slack | Discord | Teams

Social Media

Events

Matchmaking

Directories



Are the benefits clear?



Groupme

Facebook Group

Facebook Messenger

Text Messages

Online Forum

ClassDojo

Learn to walk before you run



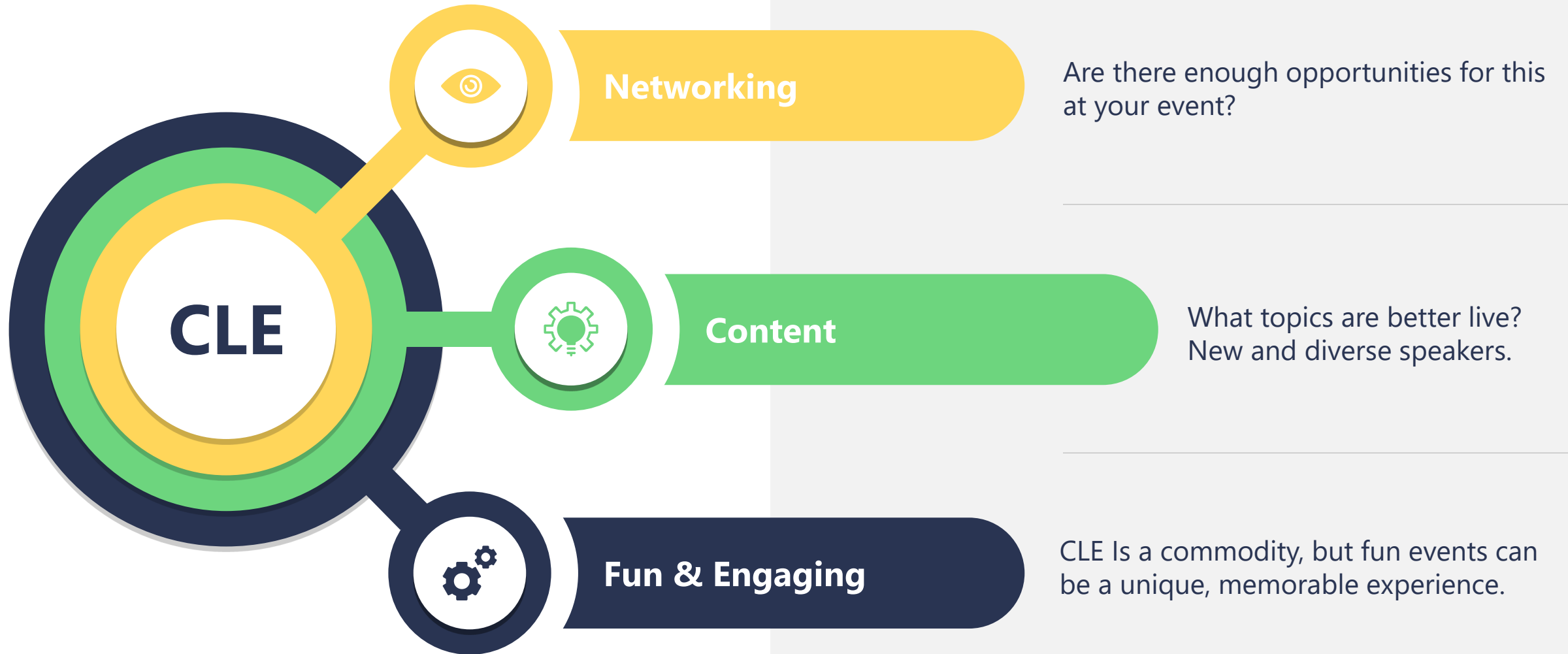
1. Develop a Test

2. Create an MVP

3. Gauge Reaction

4. Measure Success

5. Pivot



**93% want practical tips
and outcomes submitted
by their own colleagues.**

A close-up photograph of a person's hands writing in a notebook. The person is wearing a dark suit jacket over a light blue button-down shirt. They are holding a silver pen and writing on a white page. The notebook is open on a desk, and a laptop is partially visible in the foreground. The background is a blurred green plant.



Attorney Referrals

Formalize it.

Monetize it.

Marketize it.

Evangelize it.

Criticize it.

Resize it.



Who is she?

Is she looking for referrals?
.....

Is she interested in leadership opportunities?
.....

Does she want to be more involved in the community?
.....

Is she overwhelmed and is looking for help with her cases?
.....

Is she trying to grow her firm and is looking for partners?

Thank you and stop by for a visit!

www.membercentral.com

*Mauricio Fonseca
Chief Product Advocate
mfonseca@membercentral.com*



- 150+ Legal Associations
- Support Centric Provider
- Data Driven AMS Platform
- Consultative Staff
- Continuous Innovation





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Go to www.menti.com and use code **5195 3401** to submit your answer.

POLL 3:

Where do members engage with each other the most?

- A. List Server or Forum
- C. Events (in-person)
- E. Social Media

- B. Association App
- D. Events (virtual)
- F. Other



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NABE BarTalks Plenary PART 2



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*“Excited to be
#NABEMoreKnowledgeable by
attending [insert session
here]! #NABE2022Annual”*



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ROUND 4 SPEAKER:

Chris Newbold

APLS



THE NATION'S
 **LARGEST** DIRECT
WRITER OF
LAWYERS
MALPRACTICE INSURANCE

FOUR TRENDS
OF NOTE FOR BAR EXECUTIVES
IN 15 MINUTES

CHRIS NEWBOLD

EVP | ALPS

- 20 Years Tracking Bar Trends
- ALPS Primary Liaison to Bars
- Strategic Planning Facilitator
- Lawyer Well-Being Leader
- *Ted Lasso* fan



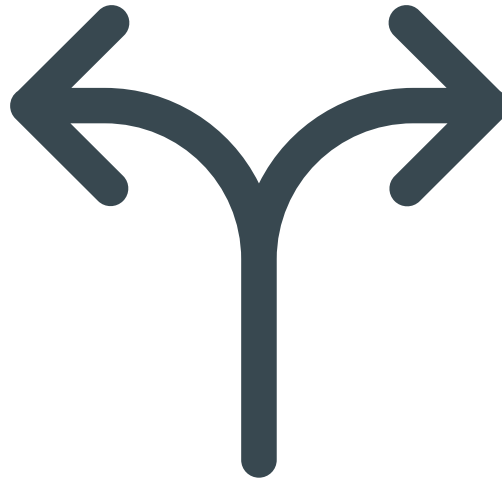
#1

UNEXPECTED DETOURS

IN LAWYER DEMOGRAPHICS



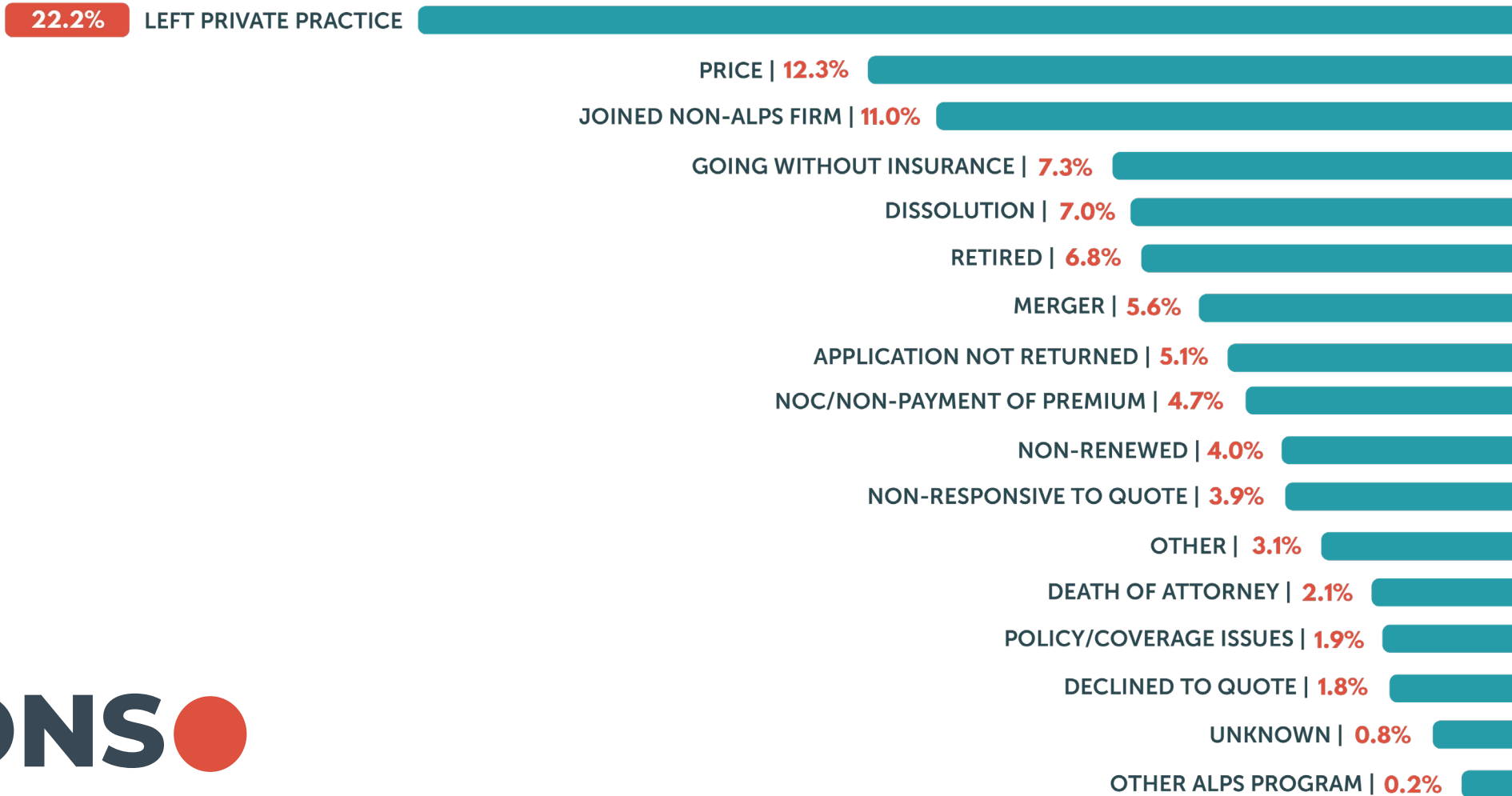
**The Silver Tsunami:
Did They Depart the
Profession?**

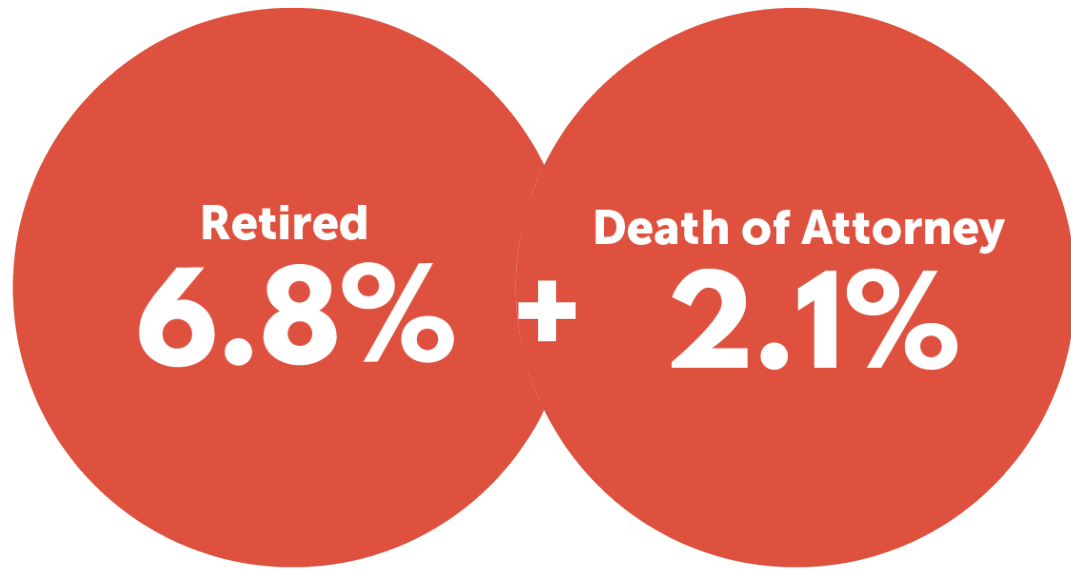


**The Expectations Gap:
Lawyers Departing
the Profession**

ATTRITION REASONS

FOR SMALL FIRMS AND SOLO PRACTITIONERS





=

**Less Than Half of
Total Percentage
Leaving Private Practice**

#2

IMPACTS OF LAWYER WELL-BEING



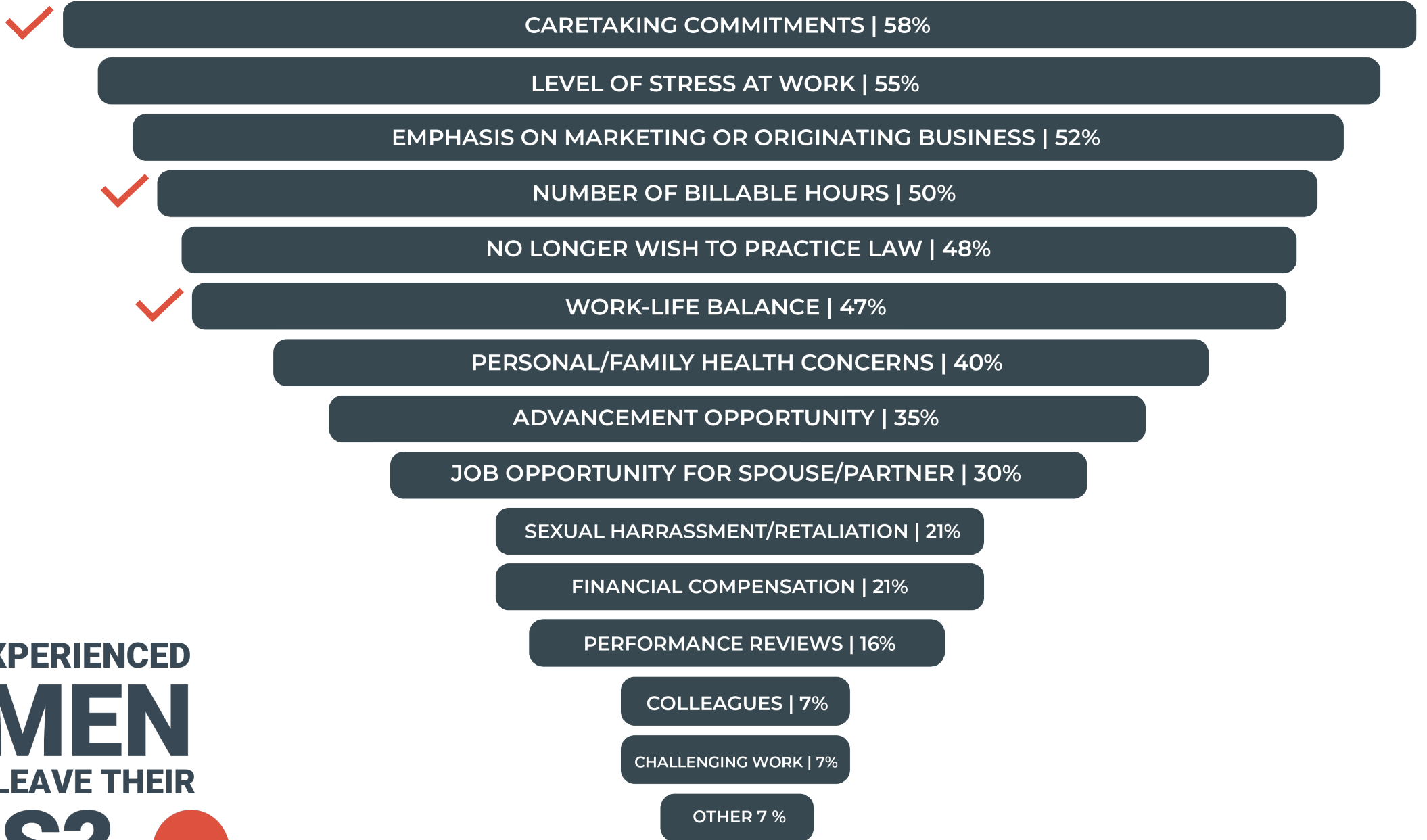
Generational Expectations
Talent Attraction & Talent Retention



"Great Reassessment"
Big Law to Small Law / Law to Anything But Law



Women Lawyer Exodus
Caretaking, Work / Life Balance



WHY DO EXPERIENCED WOMEN LAWYERS LEAVE THEIR JOBS?



#3

Market SEGMENTATION

WILL BE KEY TO FUTURE BAR RELEVANCE



Career Stage

Young Lawyer, Mid-Career, Late Career



Occupational Type

Private Practice, Government, In-House,
Law Professor, Other



Demographic Realities

Age, Gender, Race / Ethnicity / Income



Areas of Practice

Practical Relevance to Law Practice



Law Firm Size

Solo, Small Firm, Mid-Size, Big Law



Metro vs. Rural

Connectedness, Inclusivity, Value

#4

CONVENTION HALL TABLING: REIMAGINING WHAT LIES AHEAD



Thank You



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Go to www.menti.com and use code **6476 7738** to submit your answer.

POLL 4:

In your opinion, what's been the most significant impact of the pandemic on legal professionals?

- A. The "Great Reassessment," causing legal professionals to assess their standing and how it relates to a purpose-driven life.
- B. Increased levels of stress, depression, and mental health challenges.
- C. Increased generational focus on work / life balance and the culture inherent in law firms.
- D. Legal professionals leaving legal practice.
- E. Remote work environments and the future of work within the profession.
- F. Legal employers investing in well-being initiatives and awareness, thus pursuing more supportive cultures.



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ROUND 5 SPEAKER:
Jeff Schoenberger
Affinity Consulting





INSIGHTS ON LEGAL IN 2022

Jeffrey Schoenberger

jschoenberger@affinityconsulting.com



3-5%

worked from home full-time
(2019)



20-25%

worked from home at least part-time
(2019)

2022 State Of Remote Work

Data from over 2,000 remote workers around the world looking at the shifts and evolution of remote work in 2022, along with the benefits and struggles it brings.





Would you recommend remote work to others?





In general, how would you describe your experience with remote work?



61% Very positive

29% Somewhat positive

9% Neutral

1% Somewhat negative

0% Very negative



What kind of remote work structure would you like to have?



56%

Fully remote

30%

Remote-first (very close to fully remote)

11%

Office-occasional (required or encouraged to be in the office somewhat regularly)

3%

Office-first, remote allowed

buffer.com/state-of-remote-work/2022

 Buffer

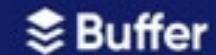
remote | OK  Nomad List



Is your company planning on permanently allowing some amount of remote work?



2021 State of Remote response to the same question:





How does your company support you working remotely?





Overall, do you feel more or less connected to your co-workers after your shift to remote work?





What has changed about your work since you started working remotely?



56% How I collaborate and communicate

51% More video calls

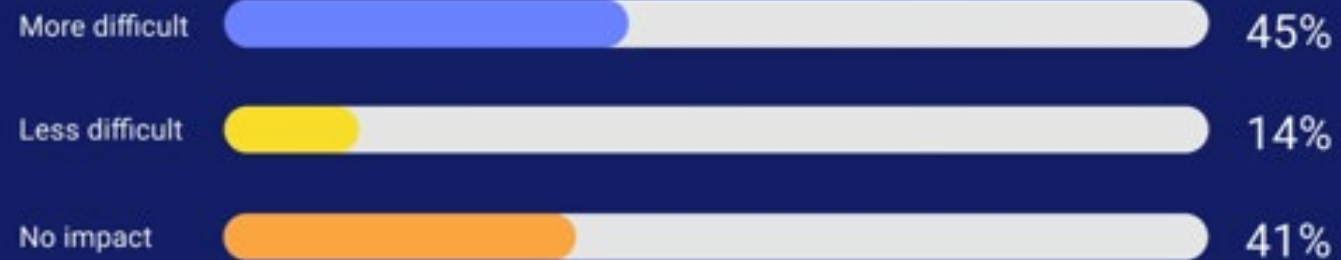
53% My work hours

45% How I do my work

8% Nothing changed



Do you think career growth is more or less difficult for remote workers to achieve?



Training on Core Production Tools

A move towards self-sufficiency.



2019



2020 - ??



2021's Most Popular Topics



- **Launching a New Firm**
- **Moving to a New Practice Management Program**
- **Becoming a Better DMS User**
- **Products Covered Include:**
 - Cosmolex
 - NetDocuments
 - Practice Master
 - Tabs3
 - Worldox
 - Zola

2021 Insights



- People are hungry for training.
- Remote work requires more self-reliance.
- Huge ROI gains come from having the right core tools and knowing how to use them well.

(You live in Word and Outlook.
Know them better than your Netflix queue.)

Electronic Documents Go Big

Document Management Systems let firm personnel work from anywhere.





How many places must you look?



Closed File
Room



Network Drive



Dropbox



Email

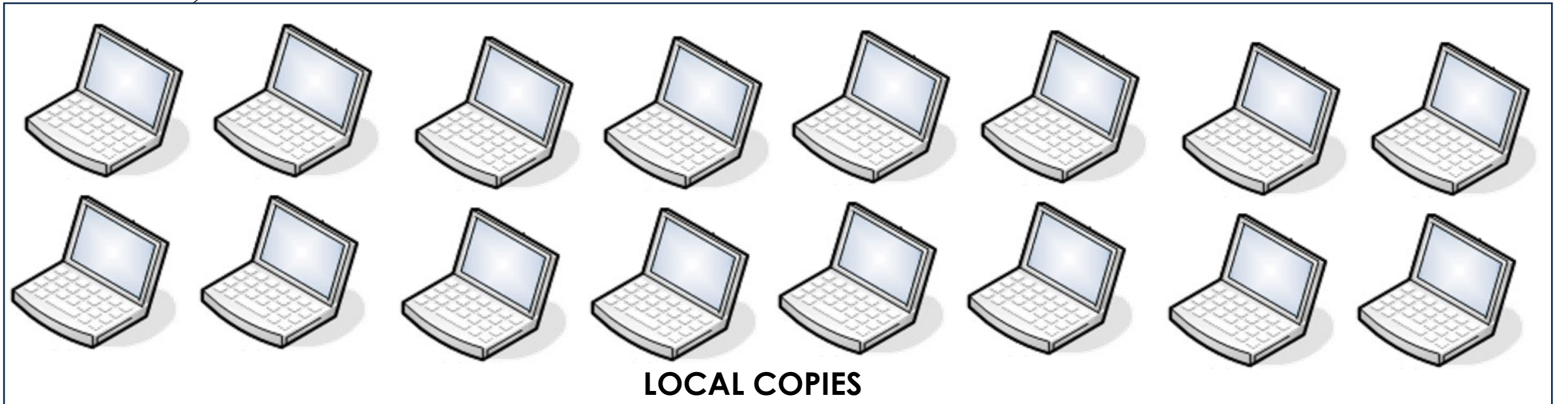
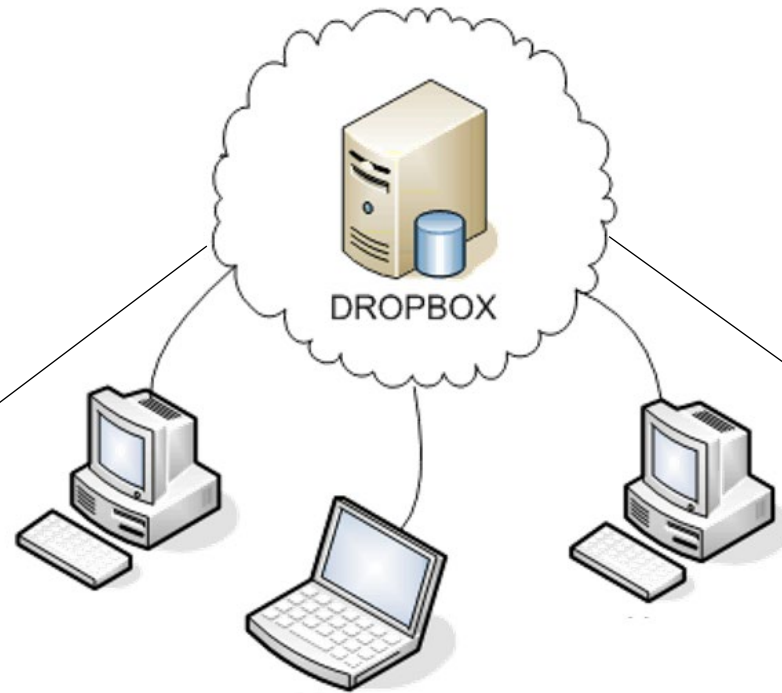


My Desktop



10 Seconds – One Place





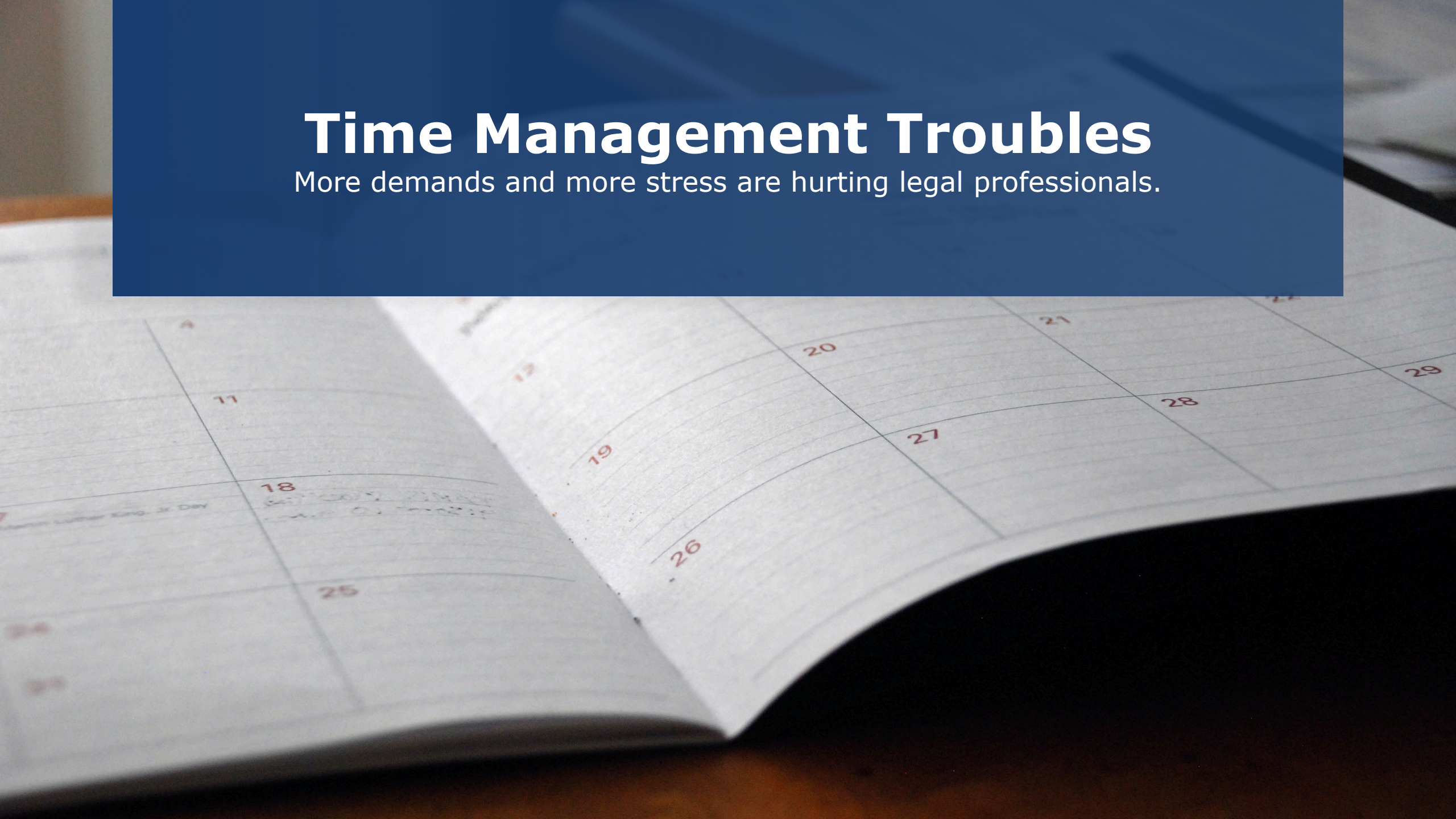


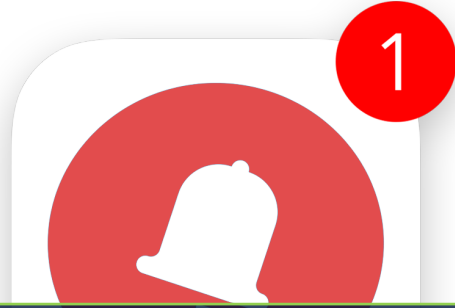
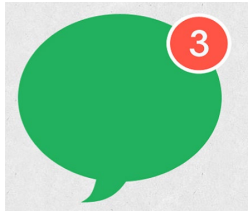
 35%

DMS Revenue and Implementations

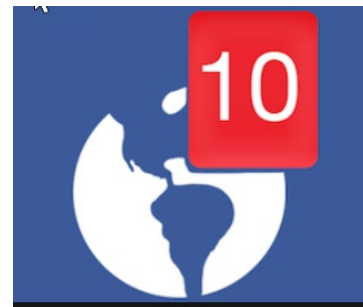
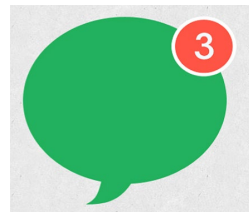
Time Management Troubles

More demands and more stress are hurting legal professionals.





External Interruptions 2 to 3 Minutes





15 Minutes

Per Interruption



4 x Per Hour



40%

Never Return to the Task



21 Social Media

Checks / Day



74 Email

Checks / Day



80 Smartphone

Checks / Day



564 Task Switches

in One Day



Are you in more meetings as a result of the shift to remote work?



Meeting Clients and Colleagues Anew

We experienced a technology makeover in human interaction.





Met People in New Ways



Where Did You Work During COVID?



Who Did You See?



↑ 23%

Sale of General Consumer Tech



↑ 67%

Sale of Work-From-Home Tech



↑ 116.6%

Logitech Sales During 4th Quarter 2021



 \$1.54 Billion

Logitech Sales During 4th Quarter 2021

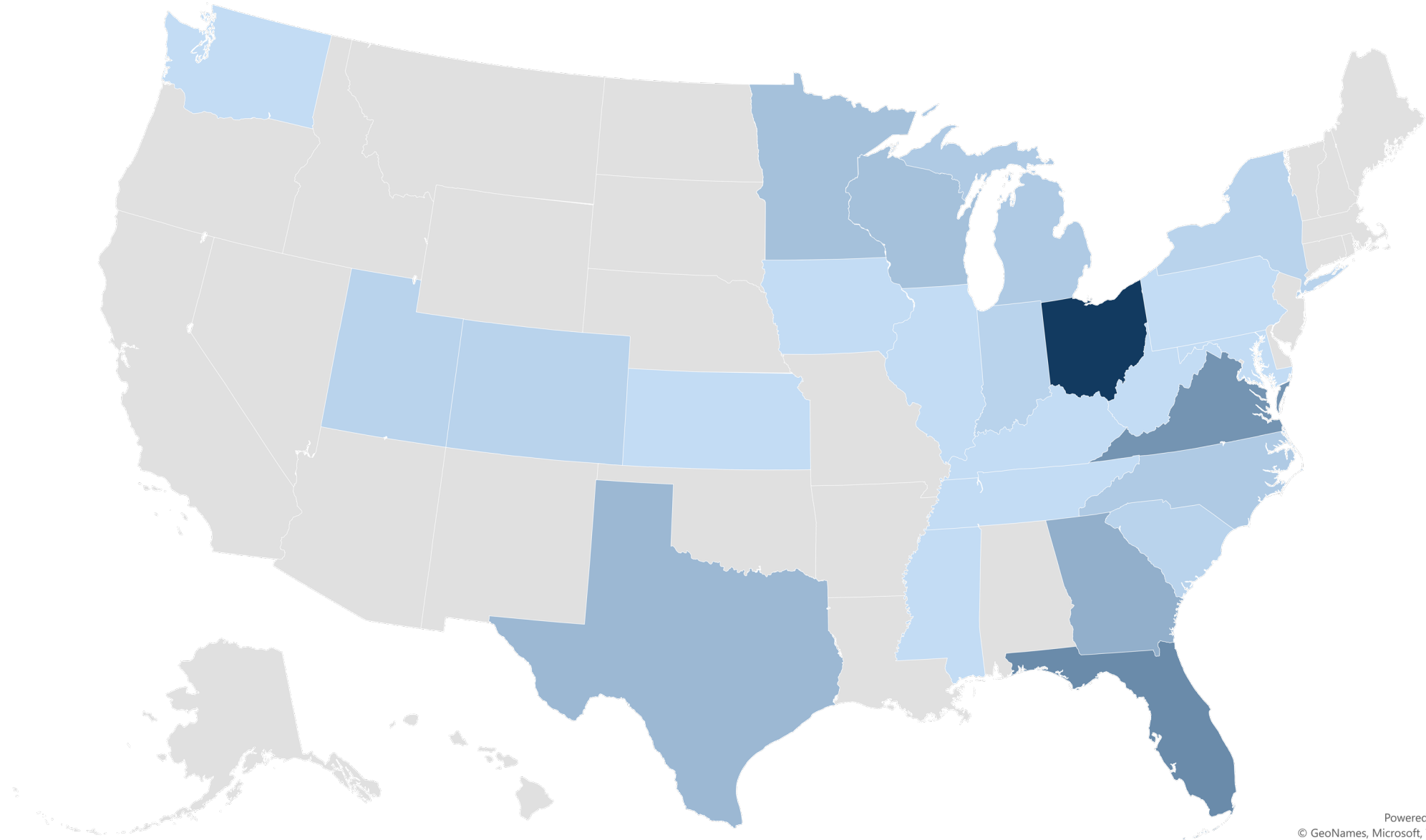


 **68% Employees**
at Affinity since January 2020



All Work Remote

Affinity Today





What are Law Firms Doing?

Subscribe and Save

Legal users are embracing subscription tech, even if reluctantly.





1,000,000,000

Streaming households (1 billion)



70%

Subscribe to at least one streaming service



 288%
Home goods subscriptions



↑ 177%

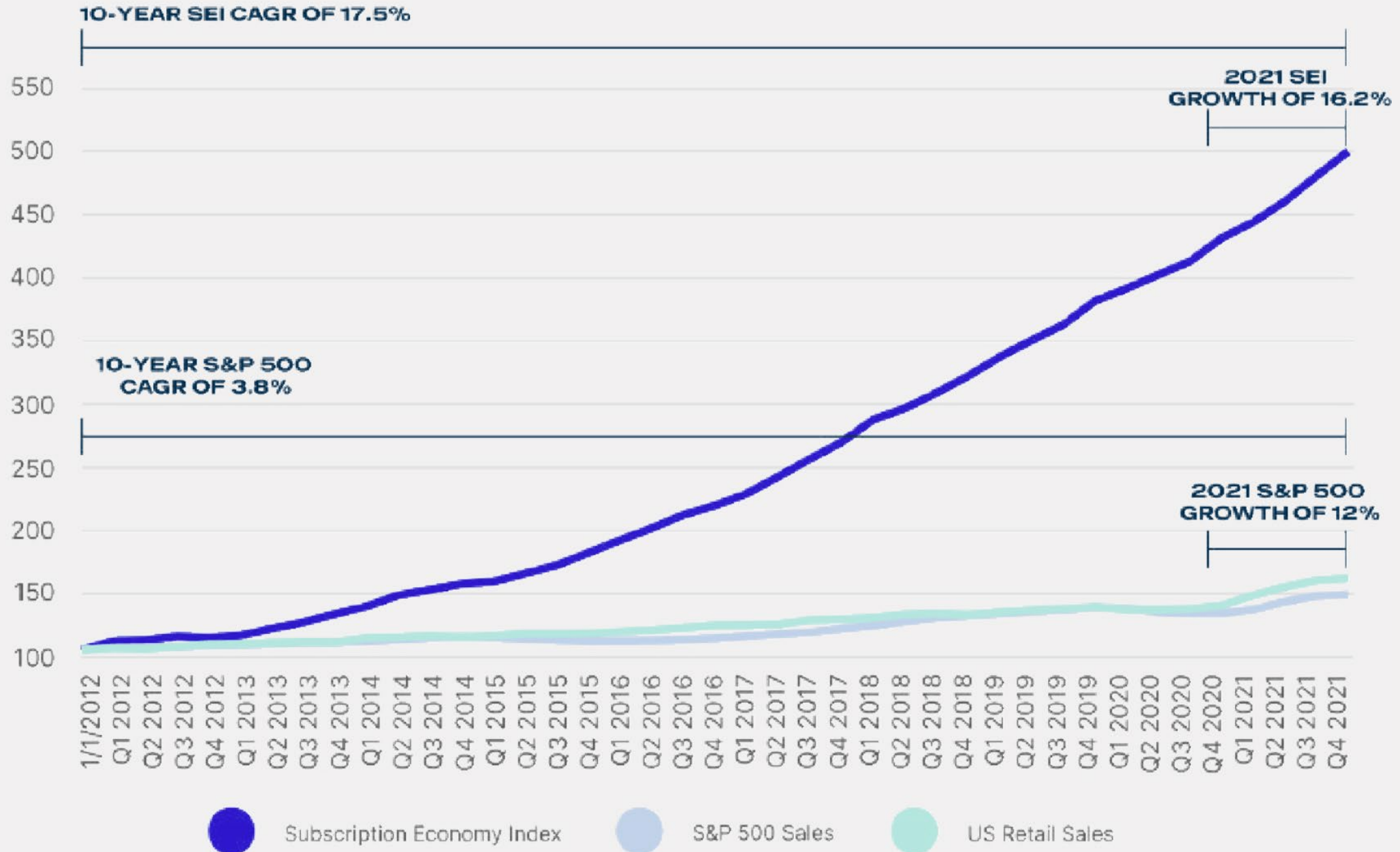
Beauty goods subscriptions



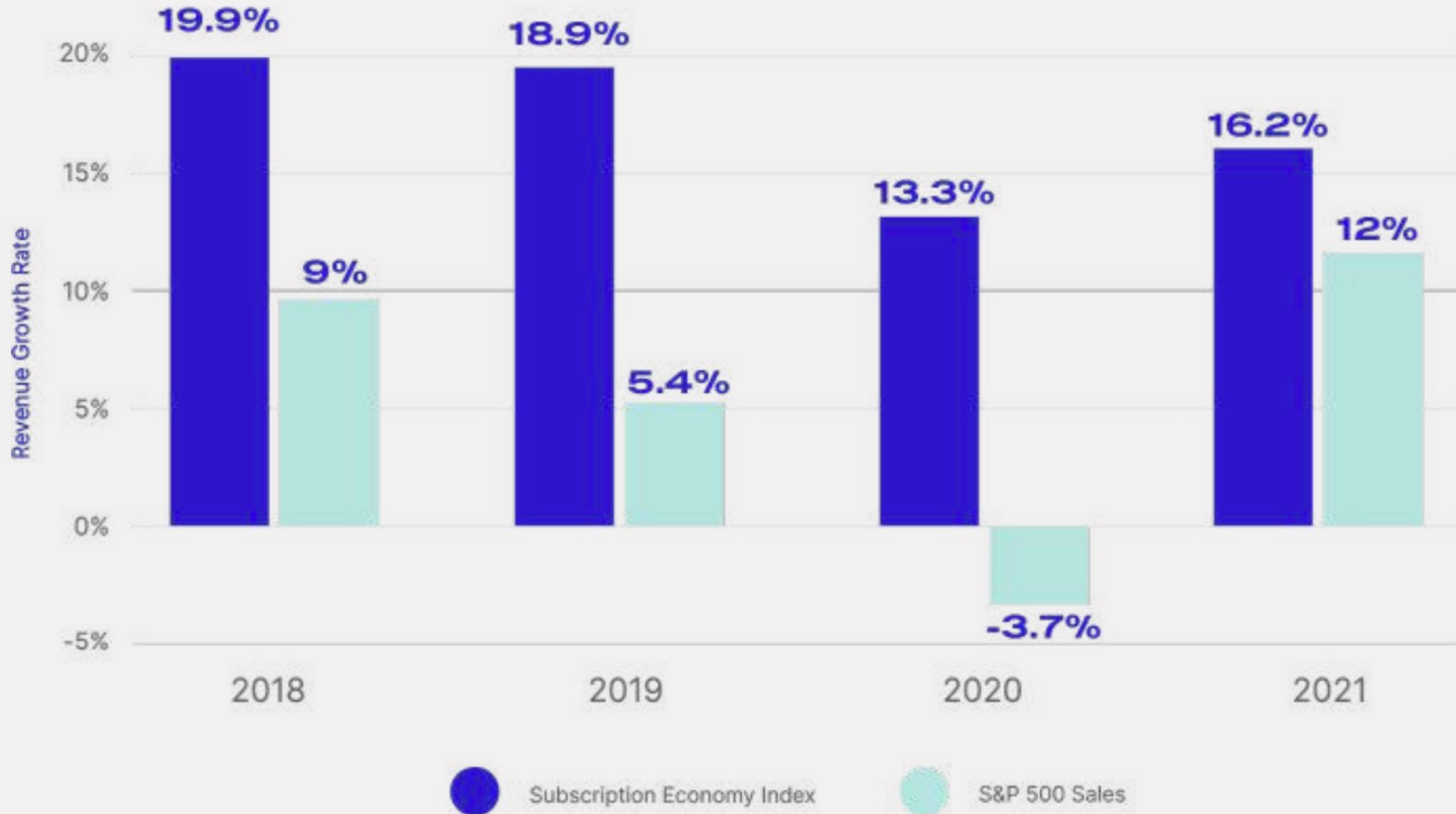
Zuora

Subscription Economy Index (February 2022)

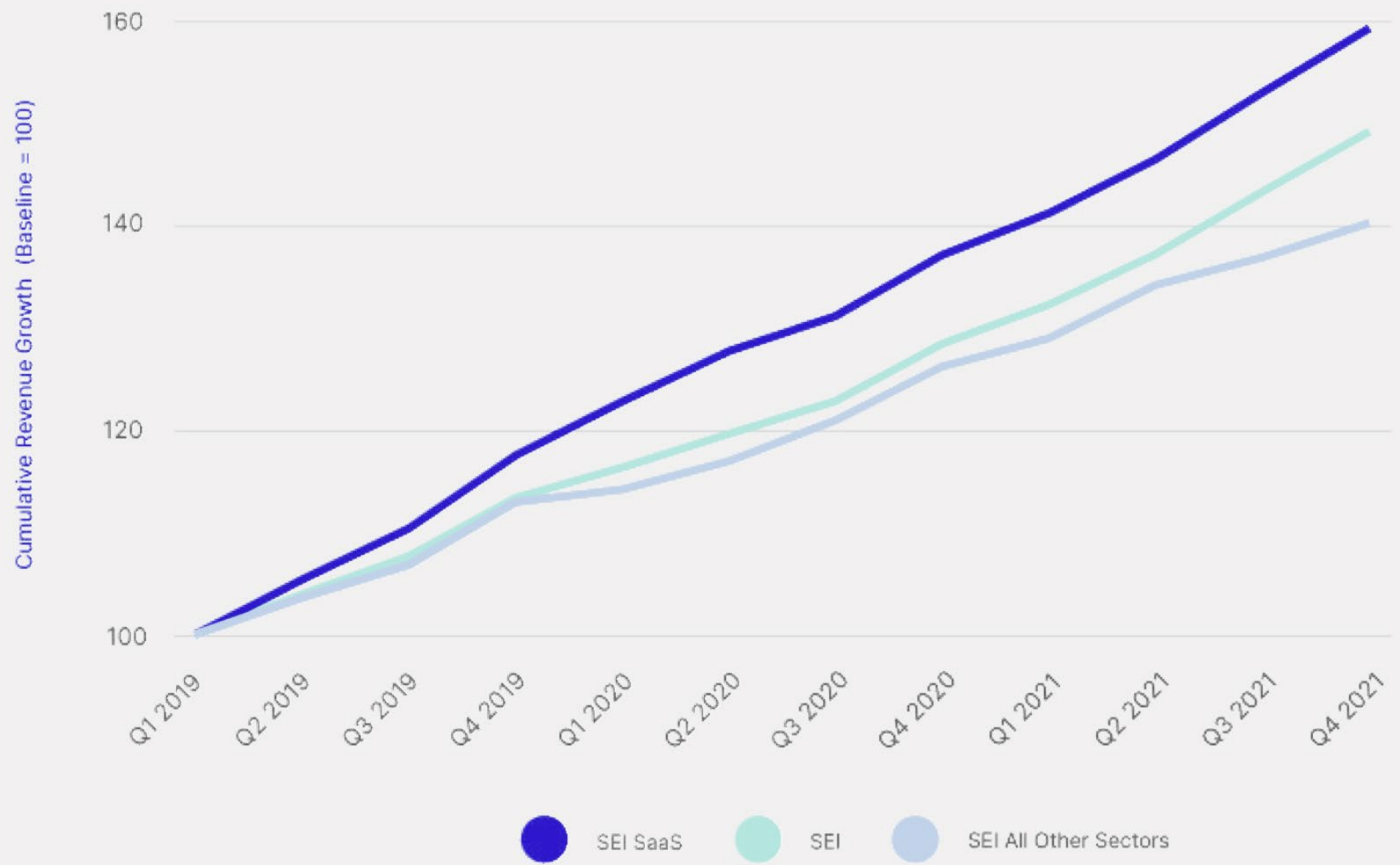
THE SUBSCRIPTION ECONOMY INDEX LEVEL VERSUS S&P 500 AND US RETAIL SALES (TABLE 1)



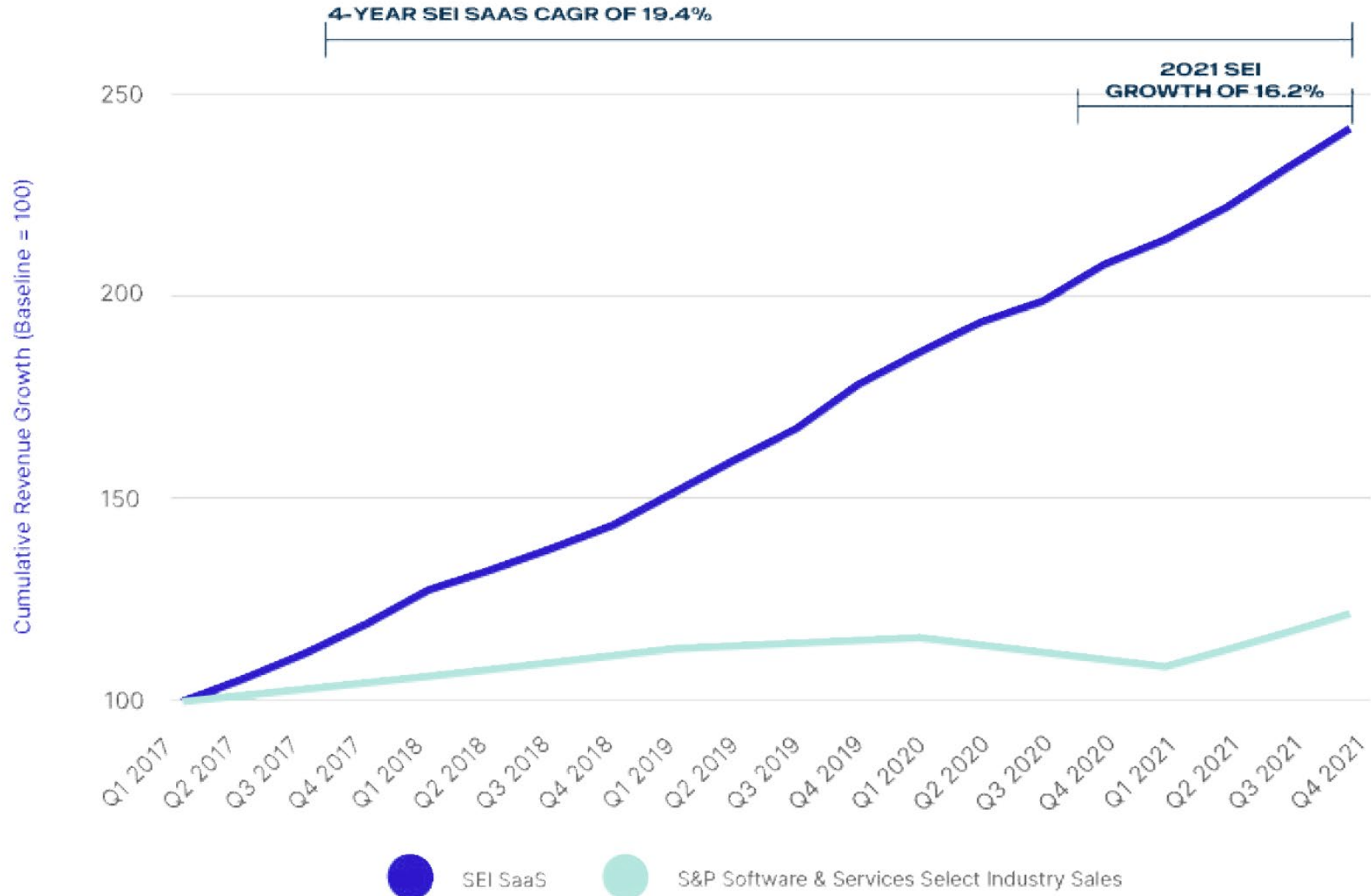
SUBSCRIPTION ECONOMY INDEX VERSUS S&P 500 SALES ANNUAL REVENUE GROWTH (TABLE 2)



SEI VERSUS SEI SAAS VERSUS SEI ALL OTHER SECTORS (TABLE 5)



SEI SAAS SECTOR GROWTH (TABLE 6)



Insights



- People are moving from local to cloud.
- 33% of our top videos are on migrations to cloud systems.
- 33% are on document management systems.
- Cloud means subscription.

Subscription Means



- Firms always the newest software and latest features.
- Access training whenever you need it.
- Firms can predict and plan for expenses.
- For SaaS and IaaS, hardware and backups are mostly someone else's problem.



↑ 320%

IaaS Migration Revenue at Affinity 2019 to 2021

Insights on Legal 2022



1. Training on Core Production Tools
2. DMS for Firms Serious about Mobility and Security
3. Managing your Time and Stress to be your Best
4. New Forms of Client and Colleague Interaction
5. Subscription Cloud for Maximum Utility



THANK YOU!



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Go to www.menti.com and use code **2046 4179** to submit your answer.

POLL 5:

What technologies have kept folks engaged with the bar as remote events and work remain popular?



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ROUND 6 SPEAKERS:
**Tracey Gavin & Hannah
Campbell**
LawPay



The Future of Digital Payments for Lawyers

NABE 2022

Presenters:

Hannah Campbell and Tracey Gavin

LAWPAY[®]

AN AFFINIPAY SOLUTION



Trends in Digital Payments

Digital Payments Expected to Grow 7-9% by 2026

Greatest adoption of digital payments expected among small law firms moving to credit and debit cards...

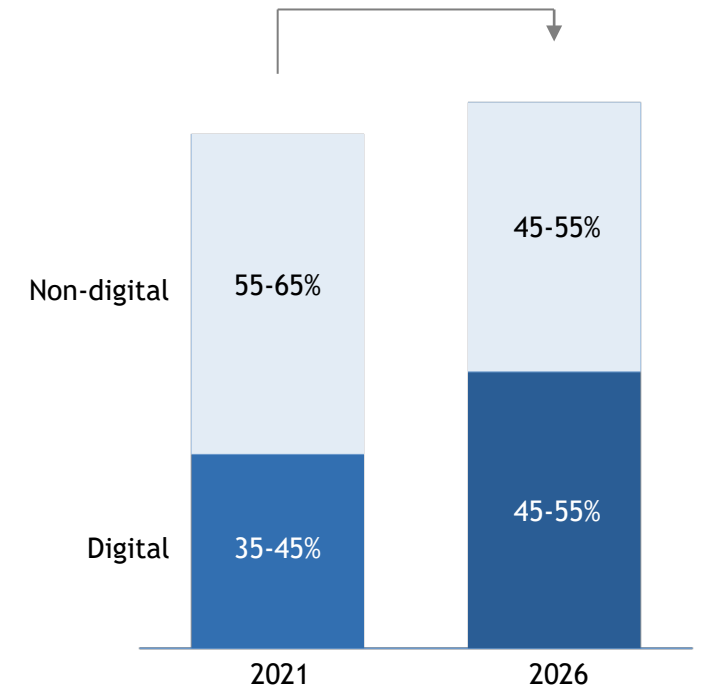
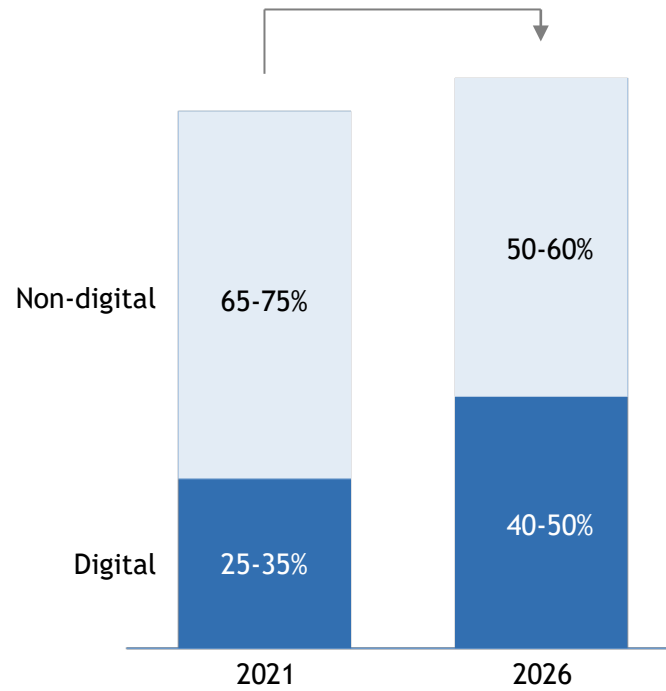
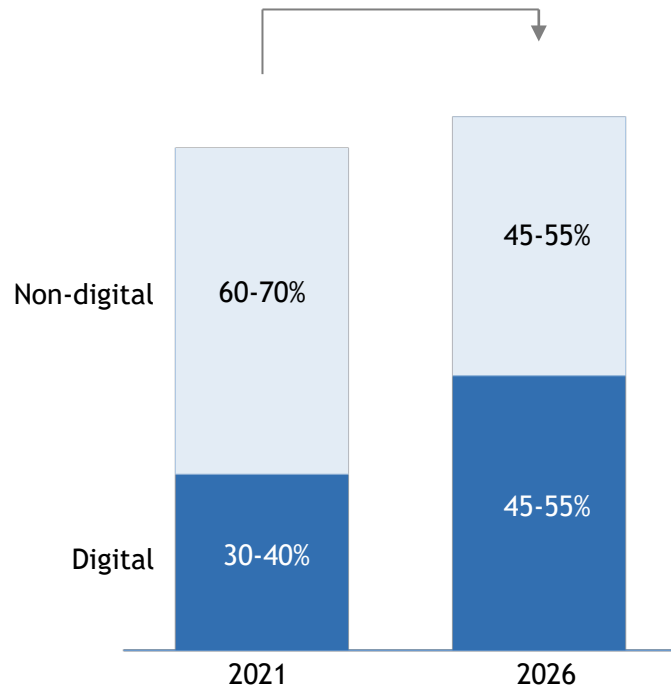
...with slightly slower adoption among mid-sized firms...

...and similar pace of adoption among large firms

Small law firms (<10 lawyers)

Mid-sized law firms (11-50 lawyers)

Large law firms (Over 50 lawyers)



Source: BCG law firm survey (September 2021); Market participant interviews; US Census; BCG Analysis; The B2B Payments Tipping Point (PYMNTS.com & Mastercard)

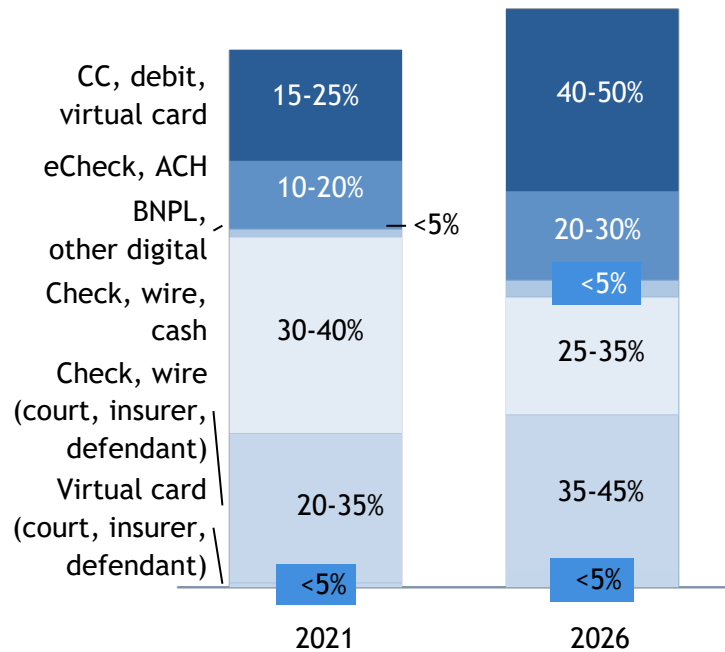
Trends within digital payments

Greatest shift to credit card anticipated for small firms, along with quickest adoption of BNPL...

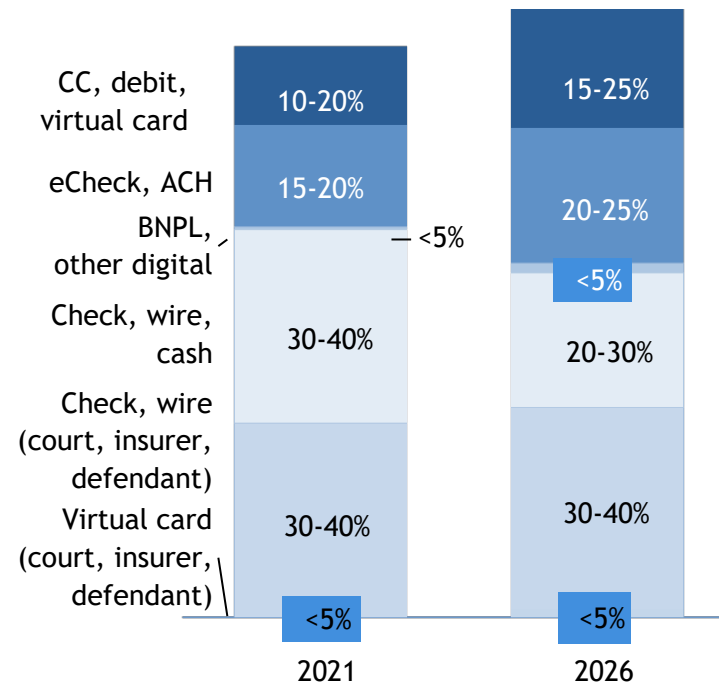
...with moderate card and eCheck/ACH adoption among mid-sized firms...

...while decline in check and wire among large firms expected to shift mostly to eCheck and ACH

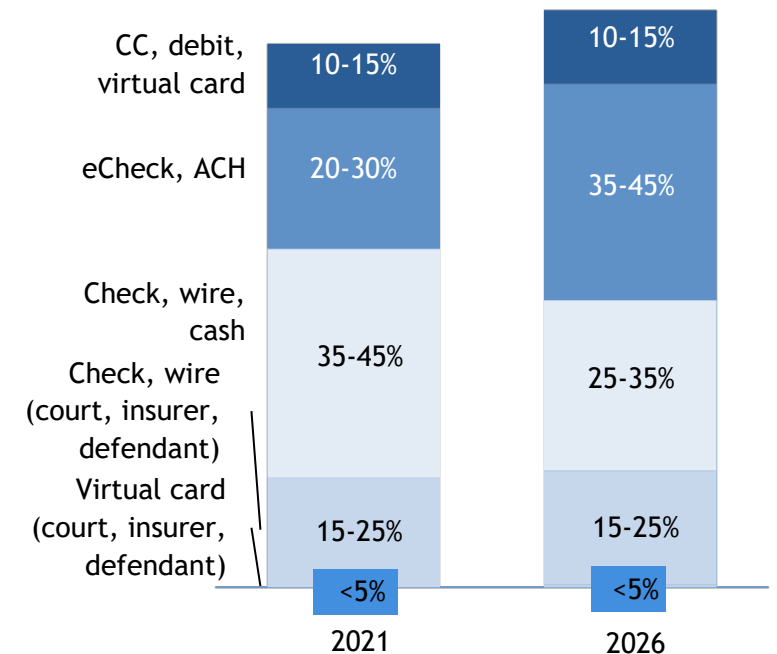
Small law firms (<10 lawyers)



Mid-sized law firms (11-50 lawyers)



Large law firms (Over 50 lawyers)



Source: BCG law firm survey (September 2021); Market participant interviews; US Census; BCG Analysis; The B2B Payments Tipping Point (PYMNTS.com & Mastercard)

Why the shift?

Demographic Shift

Familiarity with new solutions

- Digital payments is quickly becoming the norm of younger lawyers
- More lawyers are working at smaller firms

Considerations

- Seasoned lawyers may still be hesitant to adopt digital payments

Digital payments most desired way to pay by customers

- customers consider payment options when choosing lawyer
- as demand increases, lawyers will be pushed to accept digital payments

Other industries guiding lawyers to make the digital move

- Law firm payments likely to follow course similar to retail and healthcare (growing 15% year-over-year)

Other countries serve as leading indicators when it comes to payments

- CC adoption in US (65% current cc holders) expected to follow countries like Canada (82% current cc holders)
- BNPL adoption to follow and overtake Australia (currently 507% of e-commerce)

Pain Points

What are biggest payment pain points for Lawyers?

1. Chasing unpaid invoices
2. Cost of payments for firm
3. Time required for processing payments or invoicing
4. Slow payment settlement
5. Cost of payments for clients
6. Payment reconciliation
7. Chargebacks/client disputing charges

Top 5 Reasons Lawyers Do Not take Digital Payments

Small firms avoid CC due to high fees, lack of customer demand, cost of equipment

Mid-sized firms are more interested in adopting payment solutions

Large firm, like small ones, see cost and client interest as top barriers

Small firms (<10 lawyers)

1. Credit card fees too high
1. Clients not interested in paying with card
1. Cost of terminals/equipment too high
1. No reason/don't currently use but are interested in adopting
1. Challenging to set up payments

Mid-sized firms (11-50 lawyers)

1. No reason/don't currently use but are interested in adopting
1. Credit card fees too high
1. Clients not interested in paying with card
1. Worried about chargebacks
1. Cost of terminals/equipment too high

Large firms (Over 50 lawyers)

1. Credit card fees too high
1. Clients not interested in paying by card
1. No reason/don't currently use but are interested in adopting
1. Challenging to set up payments
2. Worried about chargebacks

Now what?

How to help Lawyers embrace the evolution of payments

Education

- Importance of correctly accepting digital payments (ABA and State regulations)
- Payment best practices
- Security
- Winning chargebacks

Thank You!



2022 NABE Annual Meeting

August 2-4

Chicago, IL

Go to www.menti.com and use code **8371 7638** to submit your answer.

POLL 6:

How hesitant do you think your lawyer members are about using digital payment solutions?