



# 2020 Annual Report

INTERNATIONAL LEGAL  
TECHNOLOGY ASSOCIATION

---

## Headquarters

159 N. SANGAMON  
SUITE 200  
CHICAGO, IL USA 60607

## Contact Us

+1.312.533.4110  
MEMBERSHIP@ILTANET.ORG  
WWW.ILTANET.ORG

---

*The Corporate Annual Report is strictly private, confidential, and personal to the members of ILTA and should not be copied, distributed or reproduced in whole or in part, nor passed to any third party.*



## INTRODUCTION

Message from ILTA President of the Board . . . . .	3
Message from ILTA CEO . . . . .	5



## ABOUT ILTA

ILTA Mission and Core Values. . . . .	8
Global Membership . . . . .	10
Member Benefits . . . . .	12
myILTA . . . . .	13
Technology Update . . . . .	14
Education . . . . .	15
Events. . . . .	18
Partner Development . . . . .	23
Social Media. . . . .	24



## FINANCIALS

Letter from ILTA Board Treasurer . . . . .	26
Statements of Financial Position . . . . .	28
Statements of Activities. . . . .	29
Statements of Cash Flows . . . . .	30



## STAFF/STRUCTURE

ILTA Volunteer Structure . . . . .	32
Partner Advisory Committee. . . . .	33
2019 - 2021 Board of Directors. . . . .	34
Professional Staff. . . . .	35



## A LOOK AHEAD

ILTA 2021 - 2023 Strategy . . . . .	37
PPC Operations Goals . . . . .	39

# Message from the President of the Board



**James McKenna**  
CIO AT FENWICK & WEST  
PRESIDENT OF THE BOARD

Dear ILTA Community:

The Annual Report is designed to look backward, to reflect on what has passed. I will leave that to others in these pages.

I am here to look ahead.

As I write this, the world is still in the grip of a global pandemic. We are all hopeful 2021 will be an excellent year for everyone.

That is also true of the ILTA community.

Here are the things you can count on from ILTA in 2021 – the things that have made ILTA the source for career-enhancing information and connections for 40 years.

- **Access to Peers.** Whether you want to learn, share, commiserate, aspire, emulate or just talk shop, ILTA will continue to be your destination. Post questions on the egroups. Use the Member or Sponsor Directory to find a colleague's phone number and give them a call.

## ILTA BOARD OF DIRECTORS 2019 – 2021



**PRESIDENT OF THE BOARD**  
**James McKenna**  
Chief Information Officer  
Fenwick & West LLP



**EXECUTIVE VICE PRESIDENT**  
**Ginevra Saylor**  
National Director, Innovation Programs  
Gowling WLG LLP



**TREASURER**  
**Angela Dowd**  
Director of Practice Innovation  
Burns & Levinson, LLP



**SECRETARY**  
**Chris Hunt**  
Director of Technology & Operations  
Sugarman, Rogers, Barshak & Cohen, P.C.



**DIRECTOR AT LARGE**  
**Chris Boyd**  
Chief Operating Officer  
Wilson Sonsini Goodrich & Rosati PC



**DIRECTOR AT LARGE**  
**Kara Portwood**  
Practice Area Solutions Consultant  
Armstrong Teasdale LLP



**DIRECTOR AT LARGE**  
**Jack Thompson**  
Senior Manager, E-Discovery & Legal  
Operations  
Sanofi

## MESSAGE FROM THE PRESIDENT OF THE BOARD

---

- **Peer-Powered Educational Content.** Members of the ILTA community develop and curate ILTA's content. We will continue to produce the webinars and roundtables you love, as well as the range of ILTA publications, podcasts, and blogs. But increasingly you will also find content in other formats, such as ILTA Radio and ILTA TV.
- **Volunteer Opportunities that Build Skills.** ILTA benefits from your volunteer contributions, but so do you and your organization. Volunteering grows tremendous relationships and provides you opportunities to flex leadership muscles and build skills. Try it, and you'll be hooked.

2021 will bring new things, as well. Look for new types of programming in new formats. A mix of large and small events. An anticipated return to at least some level of in-person events.

As the current Board finishes our term, we are looking for opportunities to move the needle on areas critical to the future success of ILTA. Some of those include:

- 1 Thinking about how connections among ILTAns can and will happen in a hybrid workplace, mixing both in-person and digital experiences in new ways.
- 2 Revisiting the volunteer structure to ensure it supports the strategic plan, reflects appropriate roles and responsibilities for both volunteers and staff, and enhances the careers of our volunteers.

- 3 Receiving, reviewing, and advancing the recommendations of our Diversity, Equity, and Inclusion Task Force.
- 4 As business structures within legal continue to evolve, responding appropriately to changing ownership models for law firms, the role of ALSPs, and the other trends.
- 5 Guaranteeing a future volunteer corps by recruiting and retaining more young volunteers and tailoring volunteer opportunities as needed.

The bottom line of all of the above is to make visible progress toward achieving myILTA.

Thank you for being part of ILTA – and helping shape its future!

Sincerely,

James McKenna

CIO, Fenwick & West

ILTA Board of Directors, President

# Message from the CEO



**Joy Heath Rush**  
CEO, ILTA

## Dear ILTAns!

How different this letter is than the one I expected to be writing when 2020 began. As we exited 2019 and entered 2020 with optimism, we were anticipating so much. We were not anticipating a global pandemic.

Before I turn to ILTA's 2020, we need to acknowledge the bigger picture for 2020. We all mourn the lives lost or forever changed. Jobs and businesses lost. Social unrest.

There were also silver linings. Globally, we saw cooperation on COVID-19 and increased awareness of and focus on social justice. Businesses adapted, finding new ways to work, new lines of products and services, and new focus on innovation.

In our community, we saw ILTAns – members and business partners - make it possible for their organizations and their customers and clients to continue through 2020 in a new remote and/or hybrid workplace. ILTAns helped navigate the change in mindset from “the office” as the place where

we do our work to “the office” as a destination for specific tasks and functions.

As we celebrate ILTAns, we also want to acknowledge what ILTA has accomplished. First and foremost, ILTA assisted in providing the content and connections ILTAns needed in support of their incredible efforts! Second, we can recognize some specific efforts in 2020.

- **Survival.** We entered 2020 with nearly \$5m in hotel and venue contracts. Normal for ILTA. However, as 2020 progressed, the likelihood of being able to hold these in-person events shrank to zero. Also, ILTA saw little chance of replacing the millions of dollars of revenue generated by in-person events with other revenue sources. However, we survived – and in some ways thrived as we pivoted quickly to more digital offerings, keeping our focus on serving our members and business partners and helping ILTAns make meaningful connections.

## MESSAGE FROM THE CEO

---

- **Diversity, Equity, and Inclusion.** We changed the name of our Diversity and Inclusion Task Force to include the word equity, reflecting an increase in focus on parity in policy and process. We conducted a Climate Survey to determine how ILTAns perceive ILTA as performing in terms of diversity, equity, and inclusion.
- **Technology.** We continued our rapid pace of change toward standard, extensible solutions to facilitate collaboration with volunteers. During 2020, we moved successfully from G-Suite to Microsoft Office 365, implemented Sage IntAcct for accounting, and accelerated our move to Salesforce.
- **Successful Digital Events.** LegalSEC Summit VE (the Virtual Experience) in June was our first major foray into digital events. Nearly 400 ILTAns participated in two days of security-focused programming. ILTA>ON, the digital version of our annual educational conference, brought over 2200 members with over 3,000 total attendees to five full days of education and networking. Members of the legal tech press called ILTA>ON the gold standard for digital events. With attendees from 26 countries, and speakers from around the globe, it was also the most geographically diverse ILTA event in

the organization's history. Our 2020 Autumn Events, a series of seven digital events ranging from a half-day to two full days, provided new ways of ILTA members engaging with other ILTA members and with business partners. Most importantly, we learned.

- **Strategic Planning.** We delivered our new Strategic Plan on schedule, after speaking with hundreds of members and business partners via focus groups and individual interviews. Our overall program goal of myILTA will guide our efforts beginning in 2021 and into the immediate future.
- **Governance.** Fulfilling a promise from the incoming Board, we seated a Board Election Task Force in late 2019. The group delivered its recommendations in the fall of 2020, and the Board announced next steps in December.

No review of 2020 can be complete without acknowledging the staffing changes that occurred in April. We laid off or furloughed approximately one-third of our staff. This wrenching decision reflected the changes in in-person events outlined above. It was a recognition that hope is not a strategy. We miss our colleagues and are pleased that most have found new professional homes.

In 2020, we expected to be celebrating ILTA's 40th birthday. As with many our celebrations in 2020, the nature of that celebration changed.

Instead of celebrating the last 40 years, we applauded the incredible efforts of our volunteers, members, business partners, and staff in supporting ILTA through the biggest threat in its 40-year existence. The very business model on which ILTA operated for that 40 years was turned on its head.

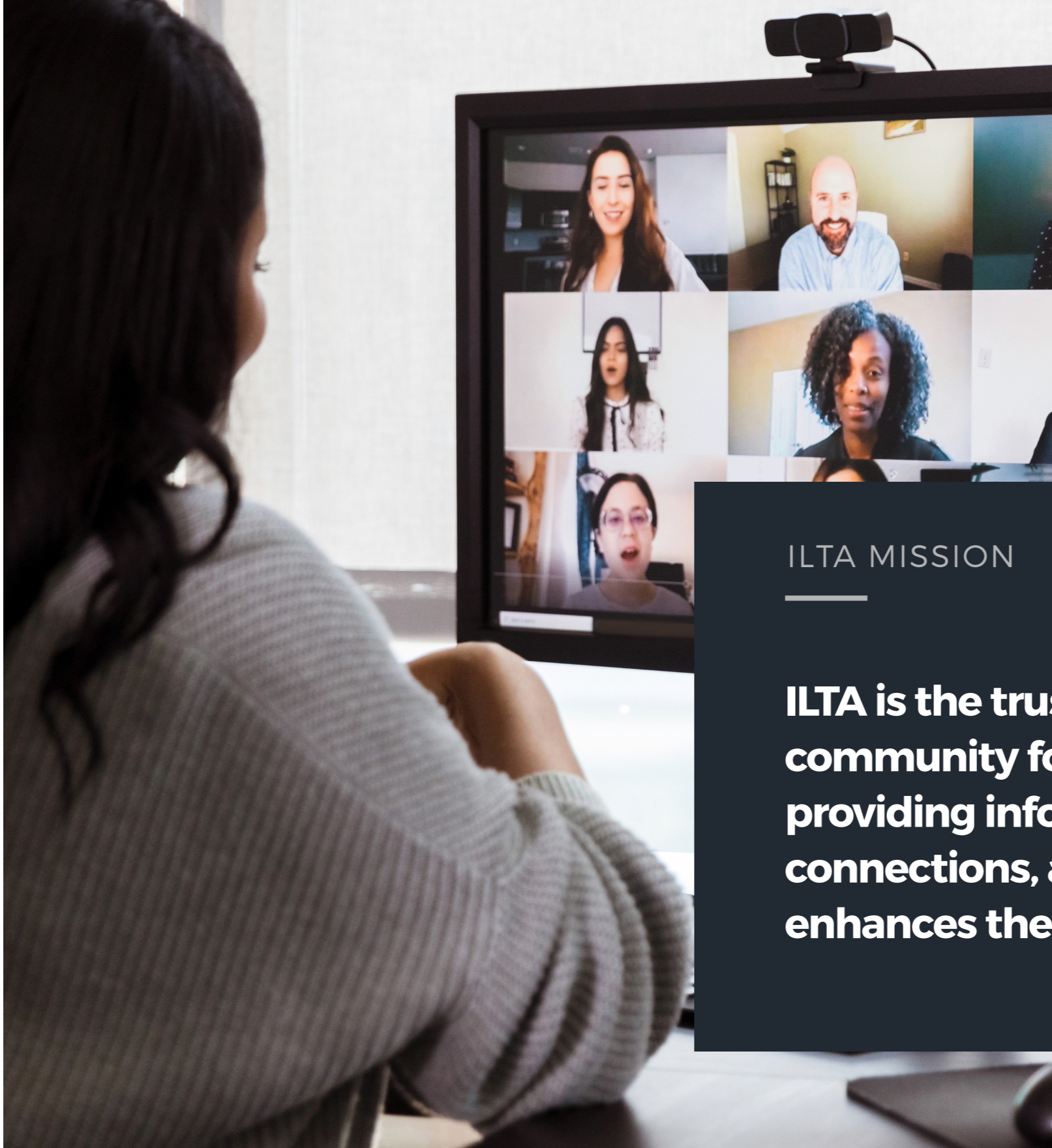
Now we are looking forward with cautious optimism. And that is thanks to all of you!

Looking forward to when we can greet each other again in person!

Wishing all of you the best of everything!



# ABOUT ILTA



## ILTA MISSION

---

**ILTA is the trusted global resource community for legal technologists, providing information, education, peer connections, and career support that enhances the delivery of legal services.**



# ILTA Core Values

We anticipate and embrace change, while remaining committed to our core values. ILTA's values are the beliefs and behaviors that define who we are and what we do as an organization, both among ourselves and within the professional environment around us. Our core values guide us in developing programs, delivering services, interacting with current and potential members and business partners and suppliers, and working with individuals and organizations throughout the legal technology community.



**1 Foster a trusted resource community**

**2 Provide relevant, timely, and accurate information**

**3 Nurture skills and talents to promote professional development and success**

**4 Embrace and encourage volunteerism**

**5 Respect our colleagues**

**6 Commit to the highest standards of ethics and professionalism**

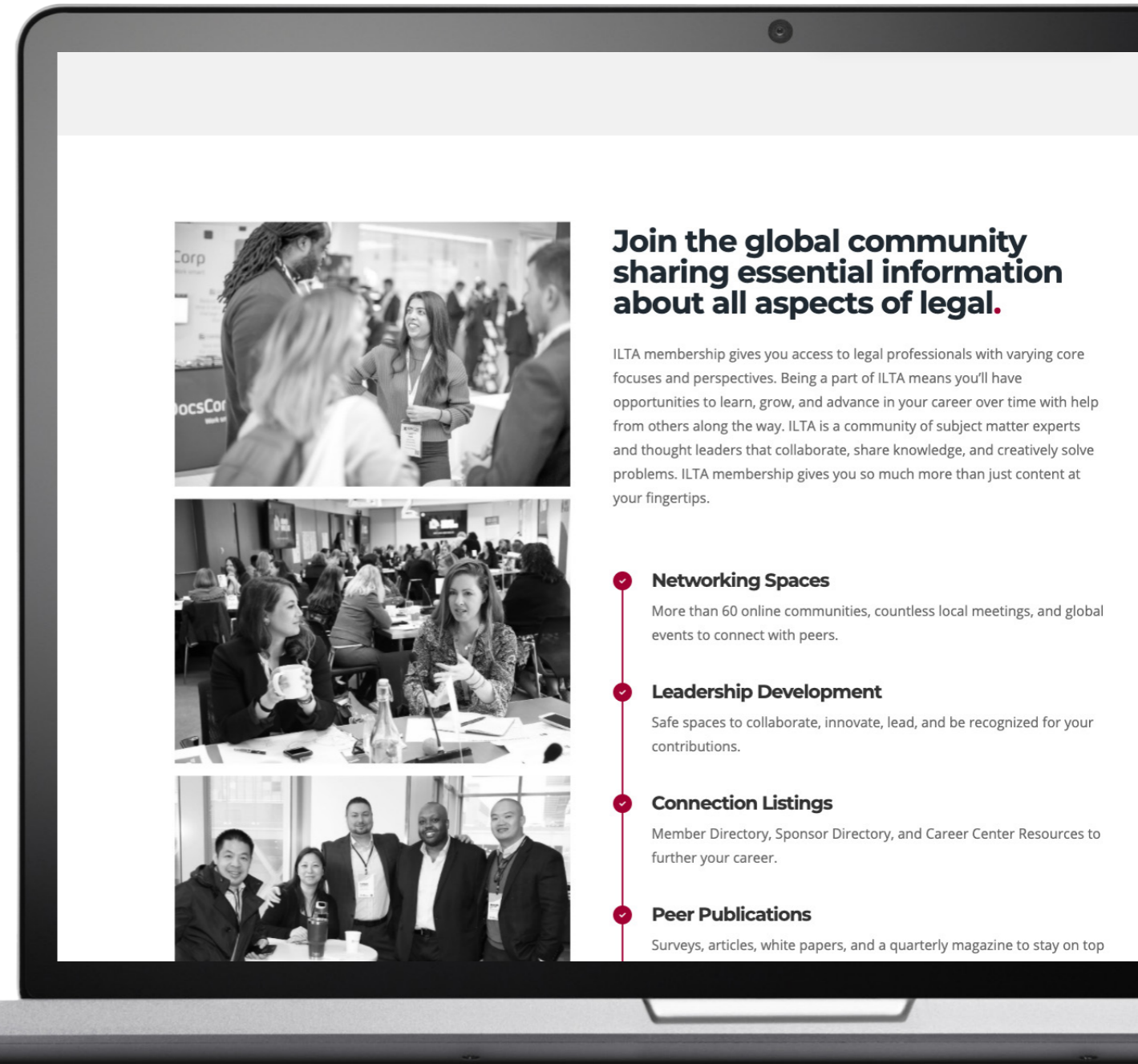
**7 Foster diversity, equity, and inclusion throughout the ILTA community**

# Global Membership

In June 2020, ILTA started a new program called the Industry Participant Category. To date, we have 15 Industry Participants (100% based in the US). ILTA also has more than 20 Associate Participants, which is representative of individuals that are either retired from- or actively seekly employment within- the legal technology industry. To learn more about the ILTA Industry Participants, please click here:

<https://www.iltanet.org/get-involved/newmember>

**OVER 1,500 MORE ILTA MEMBER EMPLOYEES PARTICIPATED IN ILTA ACTIVITIES IN 2020, A 6% INCREASE OVER THE PRIOR YEAR**



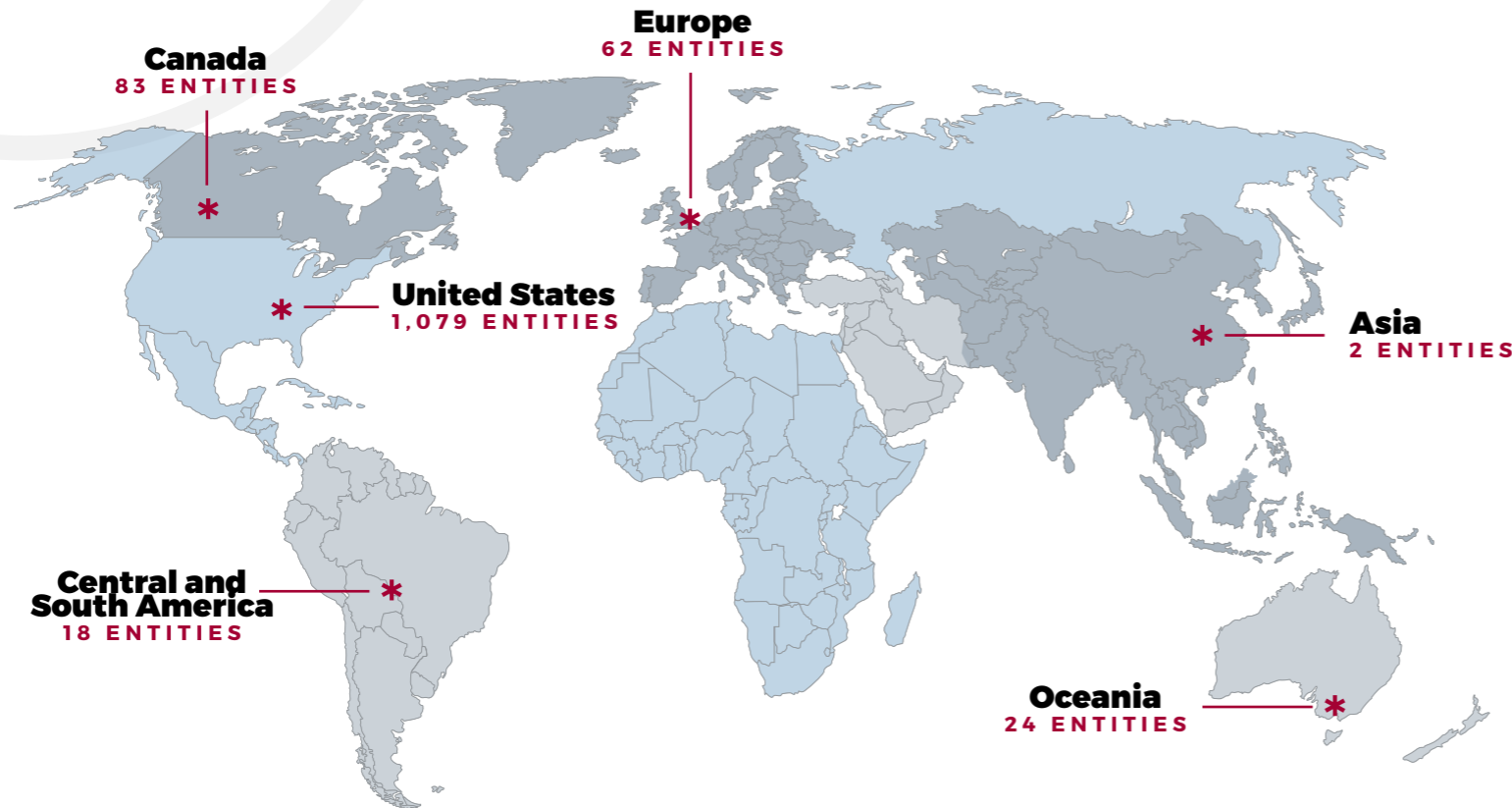
## Join the global community sharing essential information about all aspects of legal.

ILTA membership gives you access to legal professionals with varying core focuses and perspectives. Being a part of ILTA means you'll have opportunities to learn, grow, and advance in your career over time with help from others along the way. ILTA is a community of subject matter experts and thought leaders that collaborate, share knowledge, and creatively solve problems. ILTA membership gives you so much more than just content at your fingertips.

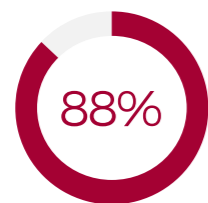
- ✓ **Networking Spaces**  
More than 60 online communities, countless local meetings, and global events to connect with peers.
- ✓ **Leadership Development**  
Safe spaces to collaborate, innovate, lead, and be recognized for your contributions.
- ✓ **Connection Listings**  
Member Directory, Sponsor Directory, and Career Center Resources to further your career.
- ✓ **Peer Publications**  
Surveys, articles, white papers, and a quarterly magazine to stay on top

# Global Membership

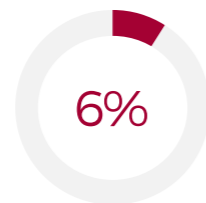
1,270 TOTAL ENTITIES



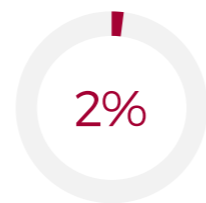
- While ILTA member entities are headquartered in 22 different countries, ILTA members reside across 47 total countries across the globe.



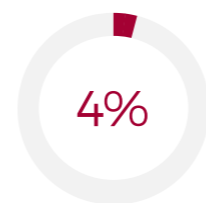
LAW FIRM



CORPORATE



GOVERNMENT/  
JUDICIAL



LAW SCHOOL &  
OTHER

## DEMOGRAPHICS BY ENTITY SIZE

1%  
2,500+ lawyers: 12 entities

1%  
1,500 - 2,499 lawyers: 14 entities

2%  
1,000 - 1,500 lawyers: 26 entities

3%  
750 - 999 lawyers: 33 entities

5%  
500 - 749 lawyers: 59 entities

9%  
250 - 499 lawyers: 110 entities

20%  
100 - 249 lawyers: 250 entities

19%  
50 - 99 lawyers: 240 entities

22%  
25 - 49 lawyers: 285 entities

19%  
1 - 24 lawyers: 239 entities

# The ILTA Member Benefit Ecosystem

LEGAL TECHNOLOGY'S LARGEST SOURCE FOR EDUCATION, COMMUNITY, AND NETWORKING  
CONNECTING A GLOBAL WORLD OF PEERS



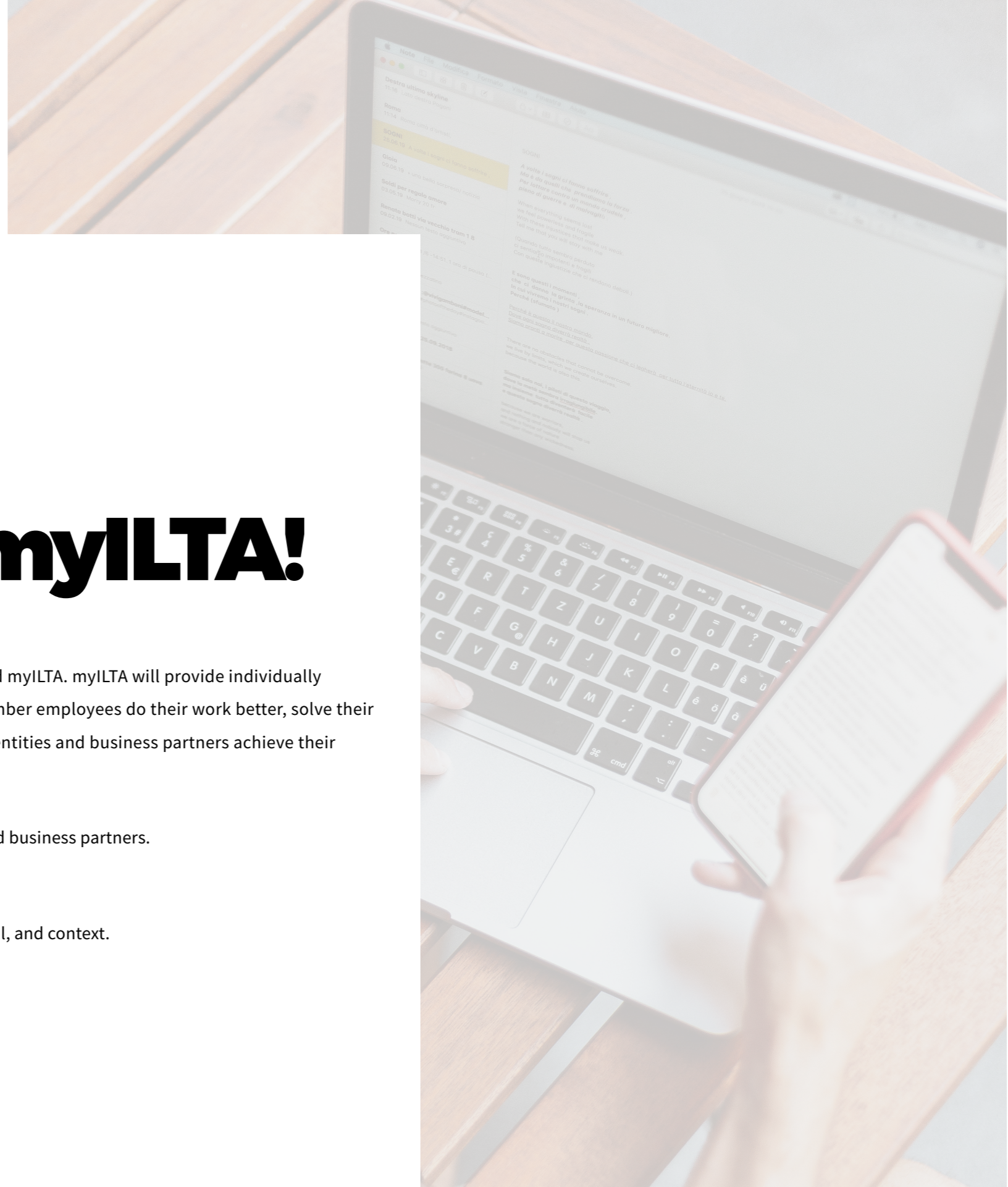


# Introducing myILTA!

---

The strategic plan is encompassed by the overall Program Goal branded myILTA. myILTA will provide individually tailored, timely, and actionable content and connections that help member employees do their work better, solve their challenges, build their careers, grow their networks and help member entities and business partners achieve their business objectives.

- myILTA will service our member entities, Industry Participants, and business partners.
- myILTA delivers content, connections, and leadership.
- myILTA will be delivered by managing capacity, community, capital, and context.



# Technology

---

## 2020 was a year for redefining how we deliver value to all ILTAns.

The year started with straightforward projects such as migrating from GSuite to Microsoft O365 and reducing credit card merchant fees. The next thing we knew, ILTA was delivering all our education, networking connections and leadership opportunities through digital media. *Peer to Peer* Magazine went digital. Local meetings were held over Zoom. Major conferences were delivered through event platforms. All the greatness ILTA has to offer went digital.

In many ways, the changes enhanced the offerings. Many local meetings gained regional attendance as the commute was no longer a factor. With no travel expense, a record number of members were able to join us at both LegalSEC Virtual Experience and ILTA>ON. We were even awarded Best Community Site Design for Event Engagement for our custom built ILTA>ON platform. In the end, the volunteers and staff

rose to the challenge and consistently delivered on their obligations; providing all ILTAns with the value they expect from ILTA.

With a full toolbox of digital processes and digital meetings now at our disposal, 2021 will be focused on enhancing our online presence and continuing to add value year-round. Projects like an enhanced sponsor directory will help members and business partners make connections in ways that were once reserved for in-person interactions. 2020 presented us with challenges no one anticipated in 2019. Through the hard work of volunteers and staff, we overcame those challenges and have positioned ILTA for a successful 2021, proving once again why it is the premier association for legal technologists around the world.

# Education

---

**In 2020, ILTA education was presented with many opportunities and a few challenges.**

Our planning committees and staff went from planning in-person education to charting new paths in digital offerings. The results were very highly rated, and the doors were opened for many attendees who could not otherwise attend our events. ILTA attendees traveled virtually from Asia, Europe, South America and Australia! Our local Member Liaisons pivoted their plans from providing meaningful connections in-person to providing them online, while also expanding their reach from city to state or region. During this work from home era, ILTA members have proven that our culture of sharing and collaborating knows no bounds.



# Digital Education



## BY THE NUMBERS

As we approach the end of a year, we look back at what we were able to accomplish despite the constant change. Change can be a good thing, and in some ways it certainly has been. It allowed us to re-focus our energy, prioritize the key areas and formats our membership finds most valuable and push us to truly think outside the box. With the support of our amazing volunteer groups, we believe 2021 will showcase the results of these efforts.

Below you will see metrics that will highlight the sheer volume of the Content Coordinating Teams' content that ILTA Staff and volunteers were able to deliver amidst reduced resources – mainly staff support and time.

### WEBINARS

**Registrants: 5,042**

average attendance of 43% or higher

**Most useful sessions:** Practice How To – Process Mapping / Advanced Power BI / AI Meets KM / Cultural Change Management / What Kind of Data Do Clients Want to See & How to Surface That Information to Them

**Highest registered sessions:** Practical How To – Process Mapping / Advanced Power BI / AI Meets KM / Current Trends in Law Firm Innovation / What Kind of Data Do Clients Want to See & How to Surface That Information to Them

**Highest attended sessions:** Paperless Billing (79% of registrants) / Primer and Practice Tips for Addressing Social Media Discovery (69%) / Litigation Analytics – Breaking Down the Black Box (64%) / An Expert Panel Discussion: Mocks, Jury Consultants and Effective Demonstratives (61%) / Where to Store your Cloud Data & Cultural Change Management (Tied for 57%)

### DIGITAL ROUNDTABLES

**Registrants: 2,981**

average attendance of 51% or higher

**Most useful sessions:** Defensible Deletion of Legacy Data / Trainers Talk from the Trenches: Transferring to Remote Work / Innovation Idea Management / Trainers Talk Roundtables / Client Audit

**Highest registered sessions:** SharePoint Online / Defensible Deletion of Legacy Data / Trainers Talk from the Trenches: Transferring to Remote Work / Electronic Signing: Legal and Practical Pointers / Change Management Tools for Success

**Highest attended sessions:** Is this the end of physical media? & Cameras, Microphones and Data Ownership, Oh My! ( Tied for 62%) / Defensible Deletion of Legacy Data (61%) / Client Audits (58%) / Trainers Talk from the Trenches: Transferring to Remote Work (56%)

While Content Coordinating Teams (CCT) are at the epicenter of the virtual programming you consume on an annual basis, there are often just-in-time or last minute requests originated outside of the CCTs.

### Total Digital Content – 266

- General Membership/General Education – 48
- Corporate – 34
- KM & Marketing – 38
- Litigation & Practice Support – 27
- Practice Management – 30
- Security & Compliance – 23
- Technology Solutions – 23
- Business Partner Involvement – 39
- LegalSEC – 4

### DIGITAL PROGRAMMING STATS

- Webinars : **36** YTD
- Digital Roundtables : **21** YTD
- Blogs : **63** YTD
- Podcasts : **55** YTD

Cybersecurity is an even more imperative consideration during these times, and this year our department, with the help of ILTA's volunteers, member and business partner experts were able to deliver a month filled with new webinars, roundtables and product briefings.

### SECURITY CONTENT

- **4** Product Briefings
- **3** Webinars
- **3** Roundtables
- **1** Podcast



## DIGITAL EDUCATION

---

These numbers do not include our **White Papers**. A majority of our Content Teams has at least one white paper they assist ILTA Staff and Publications.

- Practice Management (April 2020)
- Technology Solutions (April 2020)
- Litigation & Practice Support (November 2020)
- KM & Marketing (December 2020)
- Corporate (December 2020)

There are features of ILTA's digital offerings we were looking to adjust during 2020.

Those we were able to successfully deliver on included:

- Expanding our speakers and authors to be more diverse (location, experience, level, nationality, etc.)
- Providing quicker content to appeal to members wishing to watch or listen on a commute ride, during their evening jog, or in between two Zoom hour-long calls

This year came with its fair share of just in time programming. Mid-March ILTA made a large shift on the topics our programming covered, and then in June we introduced the Creating the Future Together initiative. The main content to come from this ILTA-wide plan was the virtual roundtables hosted by Joy Heath Rush, ILTA's CEO, and other Industry Experts. Our Content Coordinating teams were supportive in managing this change in focus and imperative to the deliverables provided in support of Creating the Future Together. A new **online community** was also developed to show a dynamic view of all live conversations and content produced by all groups.

### **Registration numbers of Roundtables:**

- COVID-19 Roundtables: 1,971 in four roundtables
- There are No Expert Roundtables: 1,224 in 7 roundtables

### **Metrics on CTFT Content:**

- Average attendance: 69% or higher
- Total attendees: 506 across 7 roundtables

Although this year forced some department deliverables to be put on pause, after Q1 we were excited to re-launch our Quarterly Content Briefings. Below are metrics for our Q1 and Q3 content briefings. In support of Cybersecurity Awareness Month in October, our incredible team curated an amazing digest of all Security content developed since 2018 - **Security Content Digest**. We also coordinated live events to take place throughout the month.

### **Link to Q1 Content Briefing**

- 41 blogs
- 23 podcasts
- 1 publication
- 21 webinars

### **Link to Q3 Content Briefing**

- 12 blogs
- 28 podcasts
- 5 Publications
- 16 webinars

# Events

---

**In 2020, ILTA EVENTS was hit with many difficult decisions, changes in plans, and quick turns, including adding to the list of events to round out the need of education and budgetary requirements.**

We ended Q1 with 2 in-person events, including our highly attended Microsoft 365 event. As we approached the end of Q1, our efforts for all remaining in-person events changed to negotiations with hotels and planning digital education.

Our first major digital event was LegalSec Summit. This event was launched on the Communique platform. This platform was a great first experience with using a digital platform. The entire process for planning and implementation is six weeks. With the learnings from LegalSec Summit and the realization that we would not be able to host ILTA>ON on the same type of platform due to cost, we investigated the use of our online HigherLogic application and set off on a journey of developing our own solution. There were many learnings in this process as well as great successes. Although it was not possible with the time available to implement all the elements we had wanted the educational and networking performance of the platform from a member stand point was met with great reviews. ILTA was able to implement social networking aspects with evening activities, watercooler chats throughout the day, speakers we had tried to secure for years for ILTACON in person were able to meet with us for a digital keynote, and members from across the globe were able to join us, many whom have never been

able to attend ILTACON due to either lack of funding, travel restrictions, or time. As we rounded out 2020, ILTA Events produced 11 events with educational satisfaction ratings averaging 3.8 out of 4.

From each event we've learned and have experimented with ways to bring in the business partner community. We recognize that digital meetings are not ideal for this type of relationship building but we are working with the Business Partner Task Force to attempt to narrow that gap. We are continually looking for ways to improve this and work toward any solutions that could assist in this key relationship aspect.

As we move forward into 2021, Events is striving to plan for an entire year of slated content that will be visible for both members and business partners to better help plan their year. This information is slated to be finalized by the end of February.

# 2020 Events

## ILTA's 2020 Events and Conferences started out strong with Ascend's volunteer weekend in January and the Office 365 Symposium in February.

COVID-19's arrival in March quickly had the team investigating digital alternatives for LegalSEC Summit – the next scheduled in-person event. The entire ILTA-verse took notes during LSSVE all while wondering if we'd be able to meet in-person in Nashville.

In an effort to increase sponsorship opportunities following ILTA>ON, the team quickly developed a slate of events we dubbed ILTA's Awesome Autumn. Our original plan contained an ambitious 8 events – 5 single-day and 3 two-day. We postponed the Inclusion and Your Organization event to Q1 2021 leaving us with 7 events in three months. An event-level summary follows.



### Ascend Volunteer Weekend

ILTA's third annual volunteer weekend took place in Englewood, Colorado during January. Nearly 200 people in attendance representing almost 20 volunteer groups gathered to work on 2020 programming goals and initiatives.

**OVERALL SATISFACTION RATING: 3.88 / 4.00**



### Office 365 Symposium

#### Office 365 Symposium

The two-day Office 365 Symposium at the end of February marked ILTA's last in-person event in 2020. ILTA partnered with Sherry Kappel (Litera) and Jeffrey Roach (Encoretech) to deliver a two-day deep dive on topics such as Deployment Best Practices and the Cycle of Office Updates.

**OVERALL SATISFACTION RATING: 3.50 / 4.00**

**SPONSORS:** Encoretech, Prosperoware, and SecurIT360



### LegalSEC Summit Virtual Experience

COVID-19 forced the ILTA team to transition LegalSEC Summit from an in-person event to ILTA's first large-scale digital event. 9 professional educational sessions, Ask the Expert Chats with business partners, and dynamic keynote sessions rounded out the program. The LegalSEC Summit Virtual Experience broke all previous registration records even under the shadow of COVID-19.

- 2018 LegalSEC Summit Total Registrations = 332
- 2019 LegalSEC Summit Total Registrations = 237
- 2020 LegalSEC Summit Total Registrations = 431

**OVERALL SATISFACTION RATING: 3.607 / 4.00**

**SPONSORS:** Arctic Wolf Networks, Check Point, Conversant, CyberSquire, Expel, Fortinet, iManage, NetDocuments, nQueue, Okta, Tessian, Traveling Coaches, and TrustedSEC.

## 2020 EVENTS

### ILTA>ON

#### ILTA>ON

2020 was a challenge for ILTA events, but we were successfully able to pivot to a well-attended digital event. While full week member registrations were down, overall registrations, international participation, and first-time attendance surpassed all previous records.

	2020	2019	2018
Full Week Member Registrations	1,034	1,569	1,600
Overall Registrations (Full Week & Day Pass)	2,078	1,835	1,702
First Time Attendees (all registrants)	1,108 (53%)	693 (38%)	672 (37%)
International Attendees (all registrants)	310 (15%)	189 (10%)	166 (9%)

\*Daily registrations have not been tracked year-over-year due to the small impact on overall registration numbers. 2020's ILTA>ON had over 50% daily registrants – over 75% of daily registrants participated only in the Monday "Taste of ILTA" day (no registration fee required.)

**OVERALL ATTENDEE SATISFACTION RATING: 3.354 / 4.00**

**OVERALL QUALITY OF EDUCATIONAL SESSIONS: 3.651 / 4.00**

**OVERALL QUALITY OF SPEAKERS: 3.700 / 4.00**

### LITIGATION SUPPORT by Ohio!

#### Litigation Support Day: Powered by Ohio

After 11 years located in Ohio, COVID-19 allowed expansion of the annual Litigation Support Day to participants from any state. This one-day meeting was designed for legal professionals of many diverse roles with content geared toward the complex world of ediscovery.

**OVERALL SATISFACTION RATING: 3.714 / 4.00**

**SPONSORS:** American LegalNet and Association of Certified E-Discovery Specialists (ACEDS)



### MEETING DESIGN FOR VIRTUAL MEETINGS

#### Meeting Design for Virtual Events

ILTA partnered with Matt Homann, Founder and CEO of Filament to produce a half-day event exploring how to improve meeting design in light of the current Work From Home guidelines. Participants were encouraged to think differently about meetings and given takeaways and tools to make every meeting matter.

**OVERALL SATISFACTION RATING: 4.00 / 4.00**



### INNOVATING VIRTUALLY

#### Innovating Virtually

This was the second in a two-day series with Matt Homann. Participants were challenged to group-solve a problem using digital collaboration tools.

**OVERALL SATISFACTION RATING: 3.810 / 4.00**

**SPONSORS:** DocsCorp, Foxit Software, inMailX by Digitus, and KL Software

### ILTACON South America

#### ILTACON South America

6 sessions from ILTA>ON were selected to be replayed in front of a South American audience using Zoom's translation feature. Translators were contracted to do live translation of the sessions in both Spanish and Portuguese. Most of the original presenters were on-hand for the live Q&A portion, also facilitated by translation.

**OVERALL SATISFACTION RATING: 4.00 / 4.00**

**SPONSORS:** Iridium Technology, iManage, Tikit, Litera, and NetDocuments.

## 2020 EVENTS

### MID-LAW CIO SUMMIT

#### Mid-Law CIO Summit

This event was modeled after the G100 but serving the AmLaw 200 (mid-sized firms). Following the virtual breakfast, sponsors delivered mini-keynote speeches tied together by a final speaker on the topic: What issues should be top of mind for mid-law CIOs heading into 2021. The three educational sessions were followed by breakout sessions led by the participating business partners.

**OVERALL SATISFACTION RATING: 3.60/4.00**

**SPONSORS:** iManage, Litera, NetDocuments, and Thomson Reuters

### New to Legal Workshop

#### New to Legal, with Olenick – UK

ILTA hosted a two-day New to Legal workshop on November 18 and 19, 2020 for the UK community. Session topics included topics such as the history of law firms, law firm vocabulary, and common IT issues. Participants reported appreciation at ILTA's attempt to bridge the time zone gap and offer programming during their workday. This event also featured ample break time, including a two-hour lunch break. This allowed attendees to focus during the educational sessions knowing a break would allow them to check email or put out an IT fire.

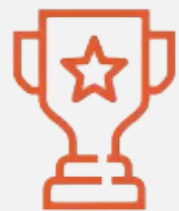
**OVERALL SATISFACTION RATING: 4.00 / 4.00**

### New to Legal Workshop

#### New to Legal, with Olenick – North America

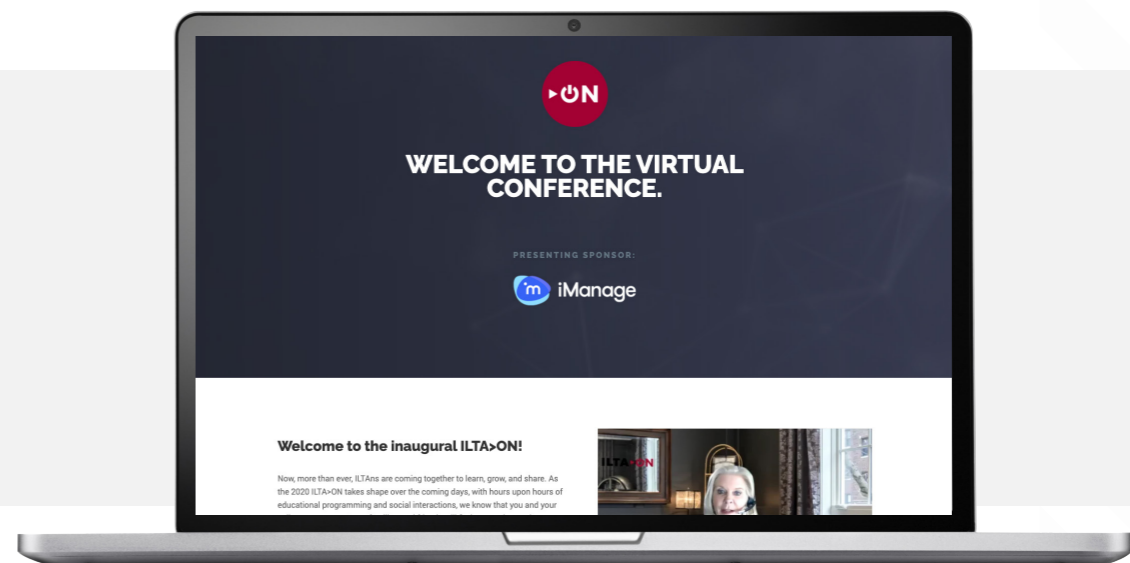
ILTA hosted a two-day New to Legal workshop on December 9 and 10 focusing on the North American practice of law. Session topics included topics such as the history of law firms, law firm vocabulary, and common IT issues.

**OVERALL SATISFACTION RATING: 4.00 / 4.00**



**2020 AWARDS**  
**SUPERFORUM**  
*Build. Retain. Grow.*

**Best Community Site Design (Event Engagement)**





## SPEAKER DIVERSITY

GENDER	Applicants	% Applicants	Speakers	% Speakers
Unanswered	90	20.09%	21	11.60%
Female	124	27.68%	71	39.23%
Male	234	52.23%	89	49.17%

PRONOUNS	Applicants	% Applicants	Speakers	% Speakers
Unanswered	120	26.79%	38	20.99%
He	212	47.32%	76	41.99%
She	115	25.67%	67	37.02%
They	1	0.22%	0	0.00%

LGBTQI+	Applicants	% Applicants	Speakers	% Speakers
Unanswered	179	39.96%	42	23.20%
No	250	55.80%	122	67.40%
Prefer Not to Say	9	2.01%	4	2.21%
Yes	10	2.23%	13	7.18%

AGE RANGE	Applicants	% Applicants	Speakers	% Speakers
Unanswered	160	35.71%	36	19.89%
18-25	3	0.67%	1	0.55%
26-35	40	8.93%	13	7.18%
36-45	98	21.88%	49	27.07%
46-55	112	25.00%	64	35.36%
56-65	34	7.59%	17	9.39%
66+	1	0.22%	1	0.55%

RACE/ETHNICITY	Applicants	% Applicants	Speakers	% Speakers
Unanswered	244	58.37%	76	45.51%
Black/African-American	8	1.91%	6	3.59%
Asian	5	1.20%	4	2.40%
Australian	0	0.00%	1	0.60%
Caucasian	151	36.12%	71	42.51%
Spanish	0	0.00%	1	0.60%
Hispanic	7	1.67%	4	2.40%
Indian	1	0.24%	2	1.20%
Middle Eastern	2	0.48%	2	1.20%

# Partner Development

## **2020 started with much enthusiasm. Business partners were actively engaged in developing programs and content that would propel both ILTA and the legal tech community forward.**

In January, the Partner Advisory Council attended ASCEND in Denver and left with a greater understanding of ILTA that would hopefully lead to closer collaboration between members and business partners. At LegalWeek the following month, ILTA had a tremendously successful presence leading to new vendors becoming ILTA business partners and renewals from long standing sponsors. ILTACON booth lottery, booth selection and associated programs went off without a hitch in March. As of March 15th, corporate sponsorship revenue was at 85% of the 2020 budget target, the number of new ILTA business partners stood at 27 versus an annual goal of 20 companies, and the ILTACON floor plan was packed with a robust mix of new and old companies alike. Things were fantastic!

Then COVID-19 changed everything.

Like the rest of the world, ILTA was thrown for a loop. The cancellation of ILTACON threw the entire corporate

sponsorship model and value proposition into question. With business partners still needing access to members to meet their sales and marketing objectives ILTA needed to adjust quickly. In June, LegalSEC was our first virtual event and served as the “beta version” for what would become ILTA>ON. The key benefit to business partners proved to be the data that can be captured from a digital event and the ability to engage in meaningful education sessions. Moving forward to ILTA>ON, business partners were given the option to transition their ILTACON presence to ILTA>ON. Over 100 companies took the leap of faith. While overall the event was good, it did prove challenging for the business partners as attendee engagement with the virtual booths and demos was low.

The primary lesson learned from ILTA>ON is that many business partners have traditionally seen participation in ILTACON as the primary benefit of the annual corporate sponsorship - despite all the other benefits they receive throughout the year. This revelation led to the creation of ILTA365. ILTA365 is the rebranded name for a Bronze level sponsorship which is the highest level of annual sponsorship that does not include ILTACON deliverables. This package enumerates all the benefits and privileges

afforded corporate sponsors and serves as the baseline offering for business partners to engage with ILTA. More importantly, it allows for greater flexibility for business partners to create custom packages or choose opportunities on an *a la carte* basis.

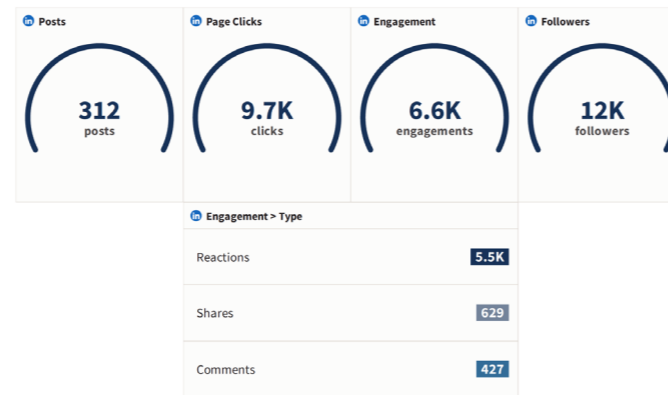
Many lessons and hard discussions were had in 2020. Revamping ILTA sponsorships will be an ongoing iterative process throughout next year. Where possible, ILTA will be delivering additional value-added benefits that help business partners gain the access they need. There already is a long list of ideas from business partners and members alike that we aim to deliver as soon as possible!

The support from the business partner community for a healthy and vibrant ILTA has been heartening. We look forward to continuing to create the future with our business partner community in 2021 and beyond. Thank you!

# Social Media Stats

## LinkedIn

312 Posts  
12K Followers  
6.6K Engagements  
9.7K Clicks

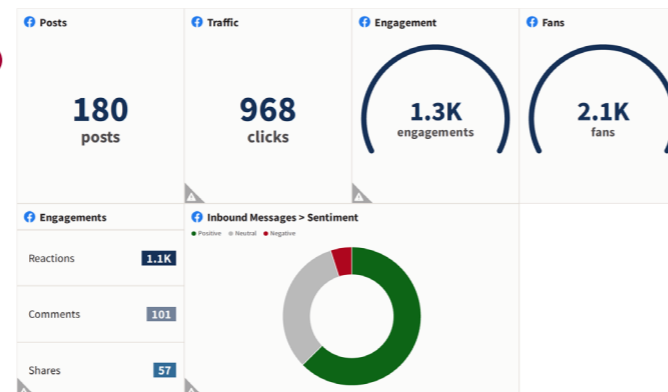


## Twitter

1.3K Tweets  
6.9K Followers  
4.8K Engagements  
7K Clicks

## Facebook

180 Posts  
2.1K Fans  
1.3K Engagements  
968 Clicks



## Instagram (Launched Aug 1)

80 Posts  
172 Followers



@ILTANet

@ILTANet

International Legal Technology Association

@WeAreILTA

International Legal Technology Association





# FINANCIALS

# From the Treasurer



**Angela Dowd**

BURNS & LEVINSON, LLP  
ILTA TREASURER

## Dear ILTA Members and Business Partners,

These are challenging times, and this year has made ILTA more agile and better able to pivot successfully, while keeping an eye to the 2021 horizon.

It is with this focus on the future that ILTA has recalibrated its fiscal strategy and plans for continued sustainability. We know that time is a precious commodity, and we thank you for taking the time to review our financial update.

In 2020, we postponed our 2019 audit, as it was not required for our organization under Texas law. We strongly felt that the resources needed to complete an audit would better serve the organization in other programmatic areas. Nonetheless, we still prepared the 2019 financials and would like to share the results with you from a high-level.

To begin, revenue from Corporate Sponsorship rose in 2019, even though rates for existing sponsors remained the same from 2018 into 2019. Membership Dues were also up slightly, even with dues rates staying the same since 2017. This revenue increase was due in part to a growth in member entities outside North America. Renewal rates were highest among the larger law firms. We also saw a gain in our investments.

Conversely, we had significant increases on the expense side. ILTA professional staff wages and benefits saw an increase of 30% over 2018. These expenses had many contributing factors, including one-time employee costs (some of which were unknown entering 2019), payment of prior year employee-related obligations, and a 9% increase in the cost of employee benefits. Staffing levels increased somewhat from 2018 into 2019. However, three staff members moved from consulting to staff, representing a savings to the organization.

As a technology-focused business, ILTA knows the inherent value of investing in necessary technology and vital upgrades. Our 2019 technology projects were accelerated based on risks identified in our legacy systems and platforms; we had additional unbudgeted costs for those platforms, including implementation costs. In addition, we incurred the cost for supporting dual platforms. Continuing on the expense side, our employee and volunteer travel expenses were significantly higher than budgeted. Employee travel was primarily due to training and onboarding. Lastly, and most significantly, the largest unplanned expenses involved ILTACON. These expenditures fell into two categories: expenses related to mandatory fire code changes and expenses related to food and beverage overruns. ILTA incurred hundreds

## FROM THE TREASURER

---

of thousands of dollars of additional hotel and supporting services expenses due to new fire codes that went into effect roughly six weeks before ILTACON 2019. In some instances, venue space plans had to be completely re-done. Unfortunately, there was no clause in our contract that protected us from expenses related to room occupancy changes. Additionally, we incurred significant food and beverage overruns. We negotiated with the hotel through the end of 2019 and achieved some concessions. Escalation to senior executives at Marriott/Gaylord began in February 2020. Later negotiations were, of course, focused on resolving the 2020 ILTACON contract.

Acknowledging the lessons from 2019 and 2020, we have taken steps to decrease reliance on in-person events for revenue and to manage expenses. Some of these steps were already well underway at the end of 2019.

First, in 2019, we conducted an analysis of the cost of delivering our standard suite of services. We then developed a dues model wherein dues represented a higher percentage of organizational revenue. We announced a specific dues increase that would take place over two years and indicated that annual increases would be the norm.

Second, we accelerated completion of migration of the systems we use to run the business of ILTA, including email, accounting, and significant aspects of our association management. These upgrades have resulted in cost savings on technology and in streamlined processes.

Third, when our contract with our prior broker for our Austin building expired in October of 2019, we engaged a new broker, seeing an immediate increase in activity before the pandemic. Interest picked up again in Q4 2020.

Fourth, we eliminated travel. We made that decision well before the lockdowns and work from home were extended. For 2021, we are anticipating staff travel only, and only such travel associated with the delivery of in-person events. Our large, traditionally in-person volunteer event, ASCEND, will move to October 2021 and be held digitally. Volunteer meetings will be digital in 2021, except those held at ILTACON or other in-person events.

Fifth, we have improved financial operations, including both invoicing and collections. We have also selected new benefits and payroll providers in 2020, designed to streamline processing, improve service, and decrease benefits costs both for employees and for ILTA.

Our last change, and the most difficult, was eliminating some professional staff positions and furloughing other staff members.

For 2020, we anticipate our total revenue to be down several millions of dollars from 2019 levels. This decrease is due almost entirely to the decrease in in-person events and the effects on member registration, vendor registration, sponsorships, and hotel room commissions. We have recalibrated our expenses in 2020; however, we did have

to pay contractors and consultants for their planning of ILTACON 2020, even though we did not receive money back from the hotel or from our insurance carrier.

ILTA is cognizant of the challenges 2021 will pose. With the uncertainty about the return to significant levels of in-person events in 2021, we are budgeting conservatively on both the revenue and expense sides. We are also planning a sponsorship program that protects both our sponsors and our organization from financial risk.

Thank you for your continued support of ILTA, especially though this time!

# Statements of Financial Position

Statements of Financial Position in USD  
as of December 31, 2019 and 2018.

<b>CURRENT ASSETS</b>	<b>2019</b>	<b>2018</b>
Cash and cash equivalents	871,861	1,135,003
Investments	934,532	3,535,973
Accounts receivable	887,512	240,701
Prepaid expenses and other assets	487,827	257,170
Assets held for sale	545,781	545,781
<b>TOTAL CURRENT ASSETS</b>	<b>\$3,727,514</b>	<b>\$ 5,714,628</b>
Deposits, long-term	10,703	--
Property and equipment, net	345,834	401,043
<b>TOTAL ASSETS</b>	<b>\$ 4,084,051</b>	<b>\$ 6,115,671</b>
<b>LIABILITIES</b>	<b>2019</b>	<b>2018</b>
Accounts payable and accrued expenses	487,602	420,057
Deferred revenue	2,024,442	1,299,560
Total current liabilities	2,512,044	1,719,617
<b>TOTAL LIABILITIES</b>	<b>\$ 2,512,044</b>	<b>\$ 1,719,617</b>
<b>NET ASSETS</b>	<b>2019</b>	<b>2018</b>
Unrestricted net assets	1,572,007	4,396,054
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 4,084,051</b>	<b>\$ 6,115,671</b>

# Statements of Activities

Statements of Activities in USD as of December 31, 2019 and 2018.

<b>REVENUES AND SUPPORT</b>	<b>2019</b>	<b>2018</b>
Conferences	5,419,856	5,129,081
Corporate sponsorships	2,831,679	2,330,230
Membership dues	1,596,190	1,580,037
Career center	83,795	120,123
Product sales	69,750	84,013
Advertising sales	109,541	83,935
Investment income (loss)	366,907	(250,873)
<b>TOTAL REVENUES AND SUPPORT</b>	<b>\$ 10,477,718</b>	<b>\$ 9,076,546</b>
<b>EXPENSES</b>	<b>2019</b>	<b>2018</b>
Employee wages and benefits	4,514,782	3,476,494
Meals and entertainment	3,589,542	2,772,273
General and administrative	2,178,451	1,574,045
Meeting space	1,765,435	974,592
Travel	845,612	521,338
Consulting	222,681	486,056
Event marketing	185,262	178,209
<b>TOTAL EXPENSES</b>	<b>\$ 13,301,765</b>	<b>\$ 9,983,007</b>
Changes in unrestricted assets without donor restrictions	(2,824,047)	(906,461)
Net assets, beginning of the year	4,396,054	5,302,515
<b>NET ASSETS, END OF THE YEAR</b>	<b>\$ 1,572,007</b>	<b>\$ 4,396,054</b>

# Statements of Cash Flows

Statements of Cash Flows in USD as of December 31, 2019 and 2018.

<b>CASH FLOW FROM OPERATING ACTIVITIES</b>	<b>2019</b>	<b>2018</b>
Change in net assets	\$(2,824,047)	\$(906,461)
Adjustments to reconcile change in net assets to net cash flow from operating activities		
Depreciation	\$62,708	\$178,701
(Gains) losses on investments	\$(348,637)	\$314,226
Bad debt expense	\$54,298	\$58,065
Changes in assets and liabilities		
Accounts receivable	\$(701,109)	\$(188,462)
Prepaid expenses and other assets	\$(241,361)	\$(53,717)
Accounts payable and accrued expenses	\$67,545	\$2,266
Deferred revenue	\$724,882	\$328,250
<b>Net cash flows from operating activities</b>	<b>\$(3,205,721)</b>	<b>\$(267,132)</b>
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>	<b>2019</b>	<b>2018</b>
Purchases of investments	\$(1,829,921)	\$(632,886)
Proceeds from sales of investments	\$4,780,000	\$1,539,628
Purchases of property and equipment	\$(7,500)	\$(28,942)
<b>Net cash flows from investing activities</b>	<b>\$2,942,579</b>	<b>\$877,800</b>
Net change in cash and cash equivalents	\$(263,142)	\$610,668
<b>Cash and cash equivalents, beginning of year</b>	<b>\$1,135,003</b>	<b>\$524,335</b>
<b>Cash and cash equivalents, end of year</b>	<b>\$871,861</b>	<b>\$1,135,003</b>

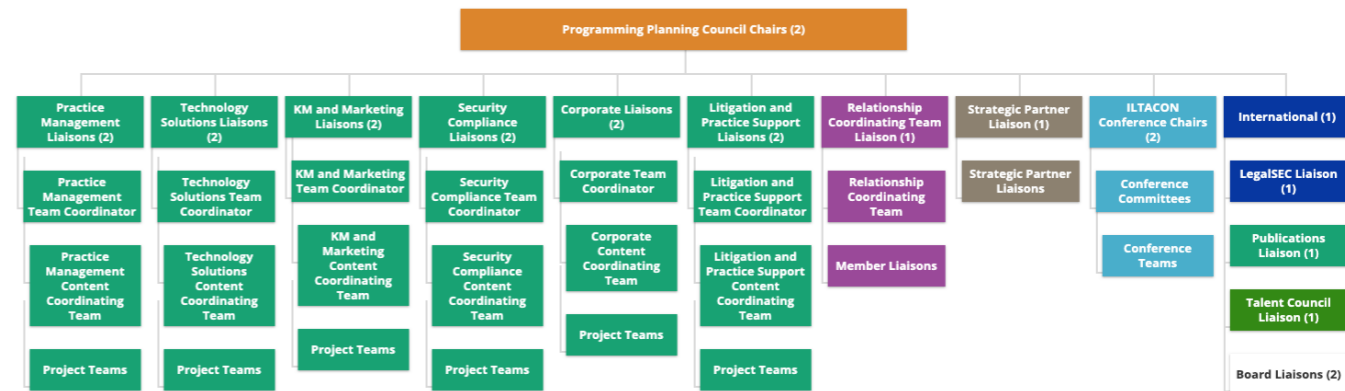
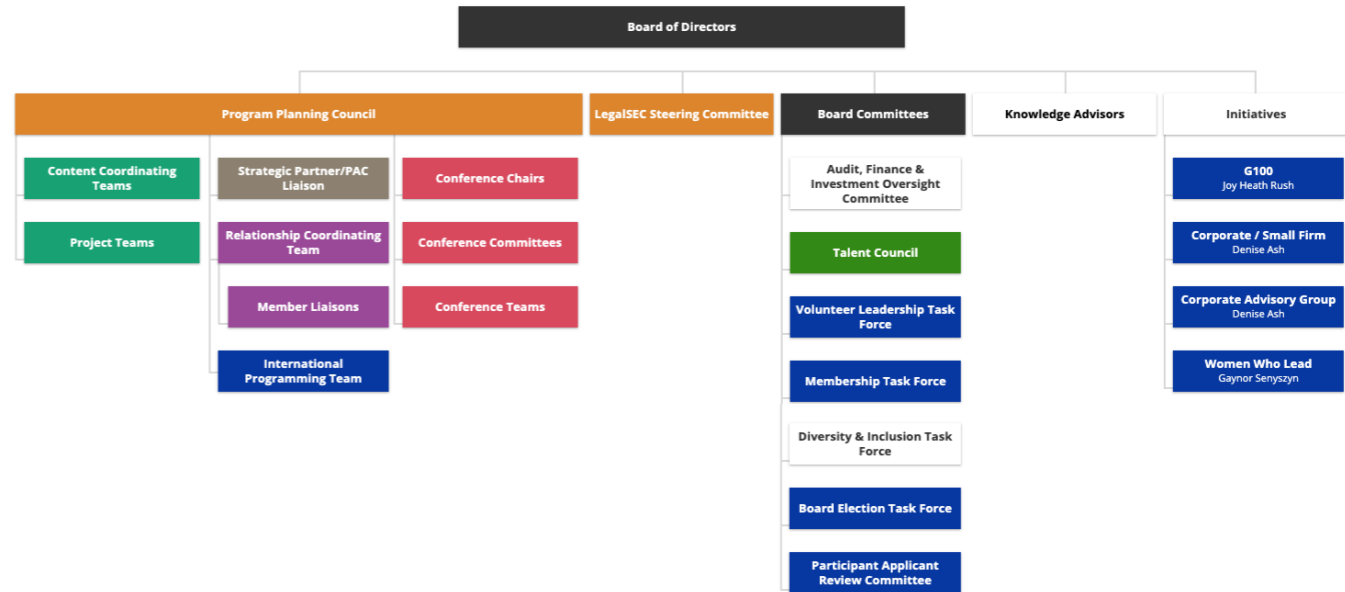


# STAFF/STRUCTURE

# ILTA Volunteer Teams

ILTA's volunteer leadership positions provide the thought leadership, program development, and education deliverables that make us "peer-powered." ILTA volunteers are the lifeblood of ILTA.

Over 40 percent of our volunteers are focused on programming. This army of more than 350 volunteers includes our Program Planning Council and related Content Coordinating Teams, Relationship Coordinating Teams and Member Liaisons, conference planning teams focused on ILTACON, LegalSEC and other events, and numerous project teams who deliver in-person and virtual educational opportunities.



## BY THE NUMBERS

Between 2019 and 2020, ILTA added three new volunteer groups: the Participant Applicant Review Committee, the Board Election Task Force, and the Business Partner Benefits Task Force. During the same time period, one volunteer group was sunset due to completion of their mission, the Membership Task Force. In 2019 to 2020, ILTA was delighted to add Member Liaison representation on a more global level: Australia (2); Canada (4); United States (61).



# The ILTA Partner Advisory Council

In the fall of 2017, ILTA created the Partner Advisory Council (PAC) with the goal of providing the entire sponsor community a resource group to share feedback on ILTA sponsorship offerings. The PAC has been instrumental in serving as a respected sounding board for new ideas while sharing its own valuable suggestions. At ASCEND this past January in Denver, the connection between the sponsor community and ILTA membership was on full display as members of the PAC were for the first time in attendance. By attending ASCEND each member of the PAC was able to see first-hand how the planning of ILTA programs were developed and left with a better understanding of how the sponsor community can engage with ILTA members across multiple platforms. The highlight of the weekend was an extremely productive meeting between the PAC and ILTA board that shed light on a number of key issues including the continued need for greater access to the membership on a year round basis as a way to support sponsors return on objectives. Since ASCEND a board liaison has been assigned to the PAC to ensure sponsors have a clear line of communication to with the entire ILTA board to ensure new products and benefits are being developed on a consistent basis.

The inaugural terms for the majority of the PAC members expired in October. In November, ILTA worked with the PAC to facilitate a formal election process to ensure that the work of the PAC would continue on. The new PAC members was seated in December along with the naming of both the Chairperson and Co-Chairperson. It's within this context that we extend our sincere appreciation for the inaugural members of the PAC that dedicated their extremely valuable time for the betterment of ILTA:

- Ray Zwiefelhofer, Worldox
- Megan Kennedy, inMailX
- Dean Leung, iManage
- Scott Christensen, Olenick
- Michael Kraft, Kraft & Kennedy
- Lisa Stone, Fireman & Associates
- Phil Homberger, Lawbase
- Chris Hildreth, ESP Legal
- Denise Prior, Tikit
- Brian Stearns, Workstorm
- Amy Juers, Edge Legal Marketing

## ILTA PARTNER ADVISORY COUNCIL AS OF NOVEMBER 2020

### CHAIRPERSON

Ray Zwiefelhofer, Worldox

### CO-CHAIRPERSON

Megan Kennedy, inMailX

### AT-LARGE

Dean Leung, iManage

### AT-LARGE

Phil Homburger, Lawbase

### AT-LARGE

Scott Christensen, Olenick & Associates

### PLATINUM

Michael Kraft, Kraft & Kennedy

### GOLD

Lisa Stone, Fireman & Company

### SILVER

Megan Kennedy, InMailX

### BASIC

Chris Hildreth, ESP Legal Technology Professionals

### REP FOR NEW BUSINESS PARTNERS

Brian Stearns, Workstorm

### CONSULTANT

Amy Juers, Edge Legal Marketing

### EMEA

Denise Prior, Tikit

# Board of Directors (2019 - 2021)

ILTA is governed by a seven-member board of directors who are elected by the membership.  
Our CEO oversees the operations of the organization.



**PRESIDENT OF THE BOARD**

**James McKenna**

Chief Information Officer  
Fenwick & West LLP



**EXECUTIVE VICE PRESIDENT**

**Ginevra Saylor**

National Director, Innovation Programs  
Gowling WLG LLP



**TREASURER**

**Angela Dowd**

Director of Practice Innovation  
Burns & Levinson, LLP



**SECRETARY**

**Chris Hunt**

Director of Technology & Operations  
Sugarman, Rogers, Barshak & Cohen, P.C.



**DIRECTOR AT LARGE**

**Chris Boyd**

Chief Operating Officer  
Wilson Sonsini Goodrich & Rosati PC



**DIRECTOR AT LARGE**

**Kara Portwood**

Practice Area Solutions Consultant  
Armstrong Teasdale LLP



**DIRECTOR AT LARGE**

**Jack Thompson**

Senior Manager, E-Discovery & Legal  
Operations  
Sanofi



**CEO**

**Joy Heath Rush**

Chief Executive Officer  
ILTA

# Professional Staff by Department

The ILTA staff consists of full-time and part-time employees and interns, organized within three functional groups. Our focus is to achieve results for our membership, our business partner and supplier community, ILTA constituents, and the legal technology profession at large.





# A LOOK AHEAD

# ILTA's Strategy

ILTA's strategic plan, which will guide the organization for the next three years, is grounded in our foundational elements and draws on our understanding of our current state. ILTA's three-year strategic plan has two parts: first, surviving the challenges of 2020, and second, setting a course for 2023.

Given the incredible and unanticipated impact of the global pandemic of 2020, ILTA's initial priority is to complete 2020 with a solid organizational foundation for responding to 2021 when a return to large in-person events – a significant source of revenue and an important element of ILTA's historic strength – may be possible. By the end of 2020, ILTA's professional staff and volunteer leadership will have adopted a flexible and agile mindset, so ILTA's offerings can evolve rapidly in response to changing industry conditions.

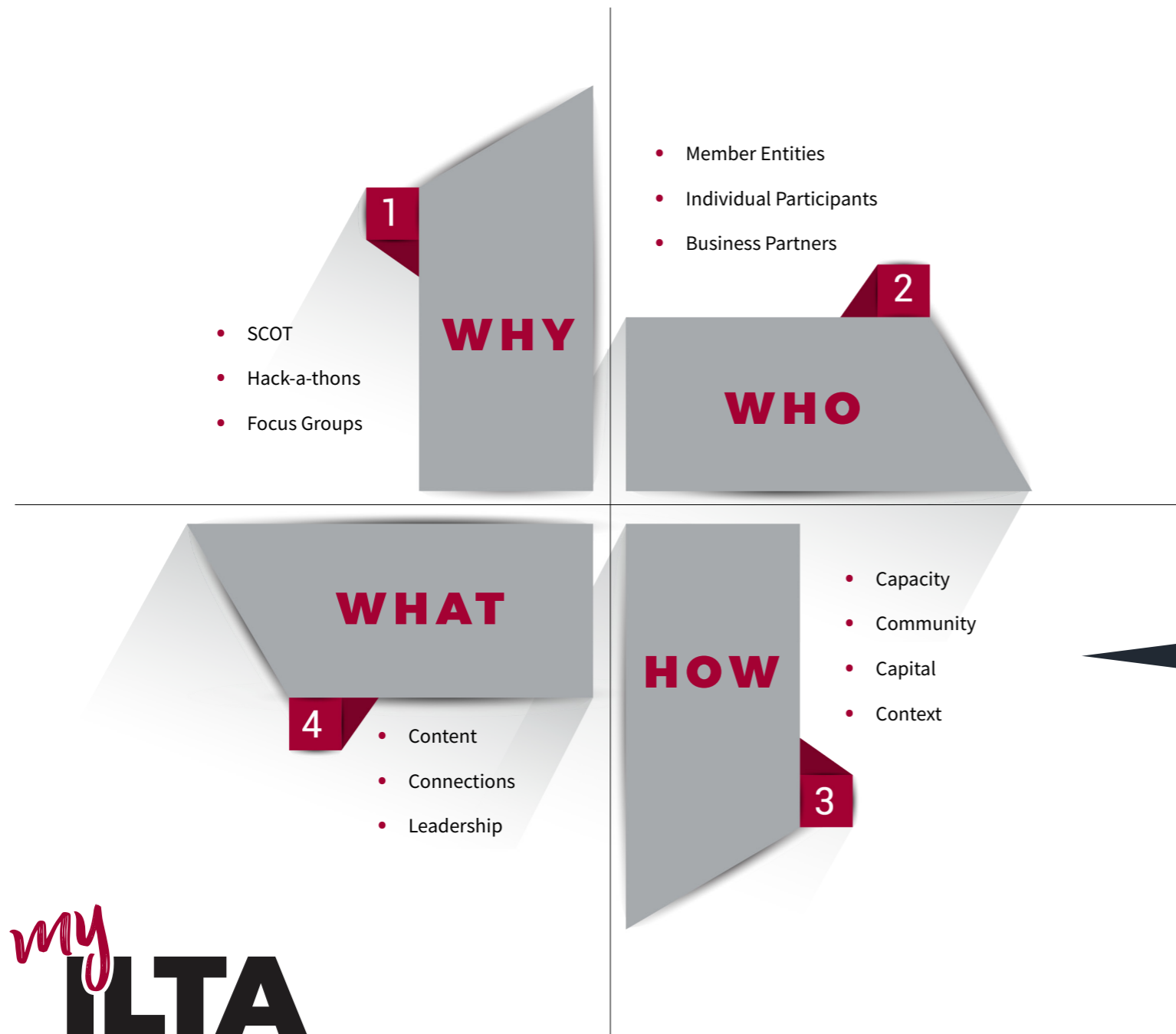
## WHAT ILTA WILL LOOK LIKE IN 2023

To set ILTA's course for the next three years, we first need to determine where we want to end up. Our target is for the ILTA of 2023 will be to provide a portfolio of educational and networking offerings that each individual participant can tailor to that individual's particular needs at a particular moment. Specifically, ILTA in 2023 will...

- Offer more content that is deep rather than wide
- Provide more “just in time” content meeting urgent needs
- Deliver content and networking opportunities that are easy to find based on individual needs
- Ensure Business Partners feel respected and valued for their expertise as much as for their financial contributions
- Reflect the people (roles, diversity, location) and entities who are driving and supporting technology
- Drive connections as well as create content
- Lead the dialogue and shape the future as much as facilitate the conversation and respond to the present



## HOW WE THINK ABOUT CONTENT FOR 2021



## Strategies for Delivering myILTA

### CAPACITY

- Serve core legal technologists
- Manage with a data orientation
- Evolve the volunteer structure
- Evolve the staff structure
- Deliver value throughout the year

### COMMUNITY

- Partner for success
- Evolve the community composition

### CAPITAL

- Adopt a diverse revenue model
- Monetized existing products & services
- Evaluate new products & services
- Alter events offered
- Evolve ILTA's financial management

### CONTEXT

- Focus on the future
- Lead rather than follow
- Account for changes in our ecosystem
- Serve as a resource for others
- Evolve our approach and structure
- Be open to experimenting
- Be socially responsible

# PPC Operations Goals for 2021

The Program Planning Council comprises subject-matter experts in various areas, representatives from our conference planning teams and representatives who focus on our law firm and law department members' needs at local, regional and international levels. They collaborate to develop an overarching programming framework that serves all sectors of ILTA's membership.

## 2021 POTENTIAL PROJECT TEAMS/COMMITTEE

### Collaboration

- Facilitate collaboration between all volunteer groups that deliver content. By building upon and expand previous collaborative efforts between CCTs and ILTACON.
- Establish stakeholders needed to have open lines of communication (in the process of determining where the task sits – current volunteer or staff).

### Content Quality

- Assess all current content offerings and how they are all tracked (usage, event feedback, attendance)
- Look at the questions being asked during live streamed events. Are we doing anything with this information or is it even actionable? Pilot one content format using new post-event questions to determine the perfect set.
- Work with ILTA Staff to find ways to capture valuable data for non-live programming (blogs, podcasts, etc.)
- Create a consensus as to what "quality content" means – not whether it was a success or had high attendance, but instead high-quality programming with actionable takeaways were provided.

### Young and New Professional Participation

- Determine ways to bring in, and engage current, young / new / young & new legal technology professionals. Engagement can be with participating in content development, content execution, or within the volunteer structure.
- Determine what the Young and New Professionals needs and wants are. Success will be a larger presence of these segments within the association and valuable metrics moving forward.

### Content Innovation

- Recommend for processes or ideas for 1) encouraging content teams to experiment with innovative content formats and ideas, 2) facilitate sharing lessons learned from those experiments to the PPC, and 3) determine processes necessary for systematizing lessons or successful formats within the organization.
- Assess current content production capabilities
- Create a feedback form, once new formats are tried there is a documented response to what went well and what lessons were learned

## ILTA'S 2021 PROGRAMMING PRIORITIES

This programming framework sets programming priorities for all ILTA volunteer groups who create content including events, select publications and surveys, and much more.



[VIEW DOCUMENT](#)