Dear <Colleague’s Name>,

If you haven’t been to an ALA Annual Conference & Expo in a while and you are not sure what to expect, here’s a top five list highlighting why it’s a can’t-miss event.

1. Networking ― Connect with more than 1,000 of your colleagues and business partners
2. Education ― Check out the new Legal Management Finance Specialist Track. Also, the education is blocked out by level of experience or area of interest.
3. Certification and Continuing Education ― ALA offers credit opportunities for Certified Legal Manager (CLM)®, Continuing Professional Education (CPE), Continuing Legal Education (CLE), HR Certification Institute (HRCI), and Society for Human Resource Management (SHRM)
4. Business Partners ― They are at the heart of the industry working with legal management professionals every day. They can share the latest trends with attendees.
5. Exhibit Hall ― Stroll through the hall and get a comprehensive overview of the legal management industry.

Hope you can join me at this year’s conference!

Sincerely,

<Insert Name>