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 Project Management Track and the 2020 Education 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)SM, 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>