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# Canadian Border Declarations: What We Brought Back from the LMA Annual Conference

Adhi Reza spoke at the Legal Marketing Association's post-Annual Conference webinar recapping key insights from the two keynote presentations. The first, *Crafting Messages That Resonate: Lessons from Presidential Speechwriters on Connecting with Your Audience*, featured Obama's former speechwriters, Cody Keenan and Terry Szuplat, who shared strategies for translating complex ideas into messages that resonate with broad audiences. The second, *Forward Together: The Human Edge in an Era of Rapid Change*, presented by Heather McGowan, explored how professionals can create meaningful impact by focusing on listening, building trust, and fostering psychological safety.

Continue reading: <https://www.legalmarketing.org/Event-Details/canadian-border-declarations-what-we-brought-back-from-the-lma-annual-conference>