

CONFERENCE AGENDA* >> (All sessions held in the Hunter Ballroom, First Floor)

WEDNESDAY, MAY 18, 2011

5:00 p.m. - 7:00 p.m. **WELCOME COCKTAIL RECEPTION**
Gulf Lawn

THURSDAY, MAY 19, 2011

7:45 a.m. - 8:30 a.m. **REGISTRATION & CONTINENTAL BREAKFAST**
Hunter Ballroom Foyer

8:30 a.m. - 9:30 a.m. **KEYNOTE ADDRESS:**
It Takes a Plan: Expanding Your Radius of Influence
Tom Young, Principal & Director of Outreach, Claris Legal Marketing

9:30 a.m. - 9:40 a.m. **BREAK**

9:40 a.m. - 10:30 a.m. **YOUR EXIT STRATEGY MATTERS NOW:**
How the Things that Payoff Later Bring Value Today
Glenn Gutek, Senior Practice Advisor, Atticus

10:30 a.m. - 10:40 a.m. **BREAK**

10:40 a.m. - 11:30 a.m. **RULES & STANDARDS:**
Dissecting the Ethics of Online Marketing
Brian Tannebaum, Managing Partner, Tannenbaum Weiss PL

11:30 a.m. - 1:00 p.m. **LUNCH** (On Your Own)

1:00 p.m. - 2:00 p.m. **GOOD VS. BAD:**
Thinking Outside the Box & the Dangers of Over-reaching with Your Advertising
James Crouse, Founder, Crouse Law Offices
Joe Saunders, Founder, Saunders & Walker PA

2:00 p.m. - 2:10 p.m. **BREAK**

2:10 p.m. - 3:00 p.m. **FINDING A BALANCE:**
The Yoga of Social Media
Michael Monheit, Managing Attorney, Monheit Law PC

3:00 p.m. - 3:10 p.m. **BREAK**

3:10 p.m. - 4:00 p.m. **IT'S LEAKING MONEY:**
Plug the Holes in Your Firm's Website
Nick Carroll, President, Claris Legal Marketing

4:00 p.m. - 5:00 p.m. **"MEET THE VENDORS" RECEPTION**
Hunter Ballroom Foyer

FRIDAY, MAY 20, 2011

- 8:00 a.m. - 8:30 a.m. **REGISTRATION & CONTINENTAL BREAKFAST**
Hunter Ballroom Foyer

- 8:30 a.m. - 9:30 a.m. **THE WEB AND YOUR BUSINESS:**
Maximizing the Message & the Medium
Conrad Saam, Director of Marketing for Legal and Medical Directory, Avvo

- 9:30 a.m. - 9:40 a.m. **BREAK**

- 9:40 a.m. - 10:30 a.m. **FRAMING YOUR IDENTITY:**
Getting Involved at the Local Level
Janette Fennell, Founder & President, KidsAndCars.org

- 10:30 a.m. - 10:40 a.m. **BREAK**

- 10:40 a.m. - 11:30 a.m. **RETHINKING THE LAWYER BLOG:**
8 Steps to Success
Nick Carroll, President, Claris Legal Marketing

- 11:30 a.m. - 1:00 p.m. **LUNCH** (On Your Own)

- 1:00 p.m. - 2:00 p.m. **YOUR PRACTICE:**
Don't Just Be Tech Savvy, Be Tech Smart
Buzz Bruggeman, Co-Founder, ActiveWords

- 2:00 p.m. - 2:10 p.m. **BREAK**

- 2:10 p.m. - 3:00 p.m. **READ ALL ABOUT IT:**
Using Newsletters to Establish, Expand Your Radius of Influence
Mark Wolfe, Managing Partner, Botteler, Finley & Wolfe

- 3:00 p.m. - 3:10 p.m. **BREAK**

- 3:10 p.m. - 4:00 p.m. **'I DON'T ADVERTISE. I MARKET':**
How to Master Your Identity With the Media
Spencer Aronfeld, Founder, Aronfeld Trial Lawyers

SATURDAY, MAY 21, 2011

- 11:00 a.m. - 5:00 p.m. **NETWORKING POOLSIDE**
(Reserved Cabanas)

*subject to change