

ATLAS 2018

**FEB 21-23
2018**

Where Miami's Most Awe-Inspiring View
of the Bay Meets Legal Marketing's Most
Inspiring Annual Seminar



ATLAS Legal Marketing Group is proud to present our annual
Marketing & Management Seminar at the **Miami Marriott Biscayne Bay**,
Miami's only downtown marina front hotel!

**HOTEL ACCOMMODATIONS:
MIAMI MARRIOTT BISCAYNE BAY
SEMINAR PRICE: \$900**

You know everything there is to know about the law,
but do you know how to market yourself?

ATLAS LAWYERS has gained a national reputation for bringing together some of the most successful and innovative legal professionals and for providing the forum for them to share their views on managing their thriving law firms, including the latest trends in technology, marketing, and practice management. Our entertaining yet informational seminars will re-energize your approach to managing your law firm and will help increase your bottom line.



**ATLAS
LAWYERS**

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Sincerely,

James Christopher Munley, Esq.
MUNLEY LAW | munley.com

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Miami Marriott Biscayne Bay
163 Bayshore Drive | Miami, Florida

SEMINAR AGENDA

WED. FEB. 21

- 1:00-2:00** **Lead Docket | Gain Better Knowledge of Where Your Leads are Coming From** | Dino Colombo Esq.
- 2:00-3:00** **Dealing with Medicare Set Aside Issues and Subrogation**
Todd Franklin, Medlien Solutions
- 3:00-3:15** **Break** | Sponsored by RGK Trucking Consulting
- 3:15-4:15** **Sexual Harassment Litigation in the Wake of the #METOO Movement**
Jennifer LaPorta, Esq., LaPorta Consulting
- 4:15-5:15** **Where Do My Cases Come From** | Buzz Banda, Network Affiliates
- 5:15-6:15** **The Future of Television Advertising** | Richard Sackett, Group Matrix
- 7:00-9:00** **Opening Night Party** | Sponsored by GROUP MATRIX

THURS FEB. 22

- Morning Coffee** | Sponsored by NGAGE
- 8:00-9:00** **Technology and Digital Tracking** | Buzz Banda, Network Affiliates
- 9:00-10:00** **The War on Truth in the Era of Trump** | David I. Fallk Esq.
- 10:00-10:15** **Break** | Sponsored by THOMPSON FLANNIGAN
- 10:15-11:15** **How to Handle a Trucking Case from A to Z** | Marion Munley Esq.
- 11:15-12:15** **Top 5 Reasons Your Web Results are Lagging and Your Next Step Forward**
Lisa Vaughn, Gladiator Law Marketing
- 12:15-1:30** **Lunch** | Sponsored by MEDLIEN SOLUTIONS
- 1:30-2:30** **Case Management Software for Lawyers Created by Lawyers**
Julia Morelan, Smart Advocate
- 2:30-3:30** **Legal Marketing** | Bill Yammy Esq.
- 3:30-3:45** **Break** | Sponsored by LEAD DOCKET
- 3:30-4:30** **Short Code Texting and Automatic Texting** | Joseph Hanyon Esq.

FRI. FEB. 23

- Morning Coffee** | Sponsored By Gladiator Law Marketing
- 9:00-?** **Roundtable-a-Palooza**
We will discuss a wide range of marketing and management topics including but not limited to document management, file management, client management, employee training, intake department training, how to deal with problem employees, how to deal with problem vendors, how to set up your own in-house internet marketing team, book writing, marketing to your existing clients, and the best and worst decisions you made in the last year.
- 11:00 Break** | Sponsored by Alert Communications