



Wednesday October 5, 2011

- 11:45-12:00pm *Welcome*
Christopher Munley, Esq.
- 12:00-1:00pm *Marketing Lessons From The Movies*
Mark Merenda, Smart Marketing
- 1:00-1:30pm *Digital Presentations For Litigators*
Joe Cardoni, Exhibit A
- 1:30-2:30pm *Lawyers That Made America Great*
Robert W. Munley, Esq.
- 2:30-3:30pm *How Lawyers Can Navigate The Internet For The Benefit Of Their Clients*
Dale Tincher, Consultwebs
- 3:30-3:45pm Break - Sponsored by 
- 3:45-4:15pm *How to Examine Your Law Firm Operations From An Outside Perspective*
Tim McKey, Vista Consulting Team
- 4:15-5:15pm *How Lawyers Can Employ Video In Their Trial Practice*
Gerry Oginski Esq., Lawyers Video Studio
- 6:30-9:30pm Reception at the home of Maria and Chris
Munley Sponsored by Munley, Munley &
Cartwright
-Dress Casual
-Bus Departs Hotel at 6:15pm

**Munley,
Munley
Cartwright, P.C.**
Attorneys at Law



Thursday October 6, 2011

NETWORK
AFFILIATES INC

Creative Capital
INCORPORATED
Leveraging the Power of Structured Settlements

- 7:00-8:00am Breakfast - Sponsored by Legal Marketing Experts
- 8:00-9:00am *The Essentials Of Publishing Your Own Book About The Law*
Ken Hardison, Esq.
- 9:00-10:00am *How To Help Your Client Get Pain Relief When Their Treating Physician Tells Them To Just Live With It*
Dr. Malcolm Conway, Conway Clinic
- 10:00-10:30am *How To Use A Structured Settlement And Financial Advice For The Client's Benefit*
Roger Roggenbaum, Creative Capital
- 10:30-10:45am Break - Sponsored by
- 10:45-11:45am *How To Build Your Social Security Disability Practice*
Ken Hardison, Esq.
- 11:45-12:15pm *Short Code Dialing*
Gregory Petzold, Pound Law
- 12:15-1:30pm Lunch - Sponsored by Drinks - Sponsored by



PLAINTIFF
INVESTMENT FUNDING, LLC





Thursday October 6, 2011 (Continued)

- 1:30-2:30pm *How To Audit Your Marketing So You Know Which Advertising Dollar Brought In What Case*
Brien Johnson, Innovative Legal Marketing
- 2:30-3:30pm *Tort Reform And The Ethical Imperative To Fight It*
David I Fallk, Esq.
- 3:30-5:30pm Round Table Discussion
Topics:
- Using Video Conferencing
 - Using Dragon Dictation
 - Effective Legal Uses For Your Ipad
 - Legal Intake Services In Your Practice
 - Use of Focus Groups In Your Marketing
 - Managing Employee Issues
 - Eliminating Your Killer Bee Employees
 - Increasing Your Business Without Increasing Your Advertising Budget
 - How To Hire A Telephone Receptionist That Works 24 Hours A Day Without Having To Pay Any Benefits



Friday October 7, 2011



The
LAWYERS' VIDEO Studio

- 7:00-8:00am Breakfast - Sponsored by
- 8:00-9:00am *Law Firm Employment Screening; How To Hire The Right Person The First Time*
Jay Henderson, Real Talent Hiring
- 9:00-10:00am *How To Use Pre-Settlement Funding To Get Your Clients Outstanding Hospital Bills Paid*
Todd Franklin, Plaintiff Investment Funding
- 10:00-10:15am Break - Sponsored by
- 10:15-11:15am *How to Handle An Explosion And Toxic Fire Case*
Ronnie Penton, Esq.
- 11:15-12:15pm *Creating Your Own Version Of A Paperless Office*
Chris Langan, Cleverfish
- 12:15- Conference wrap up with Scott Richardson

