



ATLAS LAWYERS

ATLAS 2019

Oct 2-4 Embassy Suites by Hilton Myrtle Beach Oceanfront Resort
9800 Queensway Boulevard | Myrtle Beach, South Carolina

SEMINAR AGENDA

Wednesday, October 2

- 9:00-10:00 **How to Use Technology to Aid Your Focus Group Presentation and Build Your Trial Opening** | Katie Nealon, Esq. [Munley Law](#)
- 10:00-11:00 **How to Use the Right Office Culture and Proper Organization to Run a volume Practice Law Firm.** | Michael Morse, Esq. [Mike Morse Law Firm](#)
- 11:00-11:15 **Break**
- 11:15-12:15 **Solutions to your struggle to ethically advertise on the internet** | Corey Vandenberg and William Pellet. [Clixsy Internet](#)
- 12:15- 1:30 **Lunch**
- 1:30-2:30 **Use of Trusts to Benefit Your Trial Strategy** | Aynsley Comer J.D. & James Creel [Capital First Trust Company](#)
- 2:30-3:30 **Improving case values through better medical care** | Michael Steinger Esq.
- 3:30-3:45 **Break**
- 3:45-4:45 **Everyone Wants to Track Exactly Where Leads/Cases are Coming From. Is That Possible?** | Buzz Banta, [Network Affiliates](#)
- 7:00-9:00 **OPENING NIGHT PARTY**

Thursday, October 3

- 9:00-10:00 **Local SEO | What it Takes to Move the Needle** | Seth Price, Esq.
- 10:00-11:00 **How to Use Discovery to Turn a Simple Trucking Case into a Multi-million Dollar Case** | Marion Munley, Esq. [Munley Law](#)
- 11:00-11:15 **Break**
- 11:15-12:15 **Why Getting the Trucker's Cell Phone is the Key to Punitive Damages** | Daniel W. Munley, Esq. [Munley Law](#)
- 12:15-1:30 **Lunch** | [Provided by ATLAS](#)
- 1:30-2:30 **Using Business Intelligence to Scale Your Practice** | Bo Royal and Jake Barufkin, Pareto, P.P.C.
- 2:30-3:30 **How to Build a Rapore with Medical Professionals to Improve Your Clients Case** | Jason Krasno, Esq. [Krasno Krasno & Onwudinjo](#)
- 3:30-3:45 **Break**
- 3:45-4:45 **How to Fix Your Disastrous New Client Intake System** | Gary Falkowitz, Esq.

Friday, October 4

- 9:00-12:00 **Attendee Roundtable**
Topics to be discussed:
Is your intake department signing up clients or losing them? What mass torts should I get into? How do I hire the right person? How do I find good experts? How do I train new employees? What types of cases should I avoid? What technology should I buy for my office? Should I have an exit strategy?