

SEPTEMBER 25-27, 2013

W HOTEL, FORT LAUDERDALE, FL

LIMITLESS

LEGAL MARKETING AND MANAGEMENT SEMINAR



ATLAS LAWYERS

Expand Your Thinking - Change Your Practice



WHAT IF ONE CONFERENCE COULD
HELP YOUR FIRM BECOME LIMITLESS?

Go Limitless

Come with your marketing and management questions. Leave with the answers.

Come to the beautiful W Hotel in Fort Lauderdale from September 25 through September 27 and get the tools you need to promote your law firm and help build your clientele. Lawyers from around the nation will give you the help you need to achieve success and become limitless. Sponsorships are available!

No Selling Here!

There is no selling at this convention! Instead of vendors hassling you to buy their goods, all you will receive is the information you need to take your law firm to the next level.

Satisfaction or Your Money Back

ATLAS offers 100 percent money back guarantee on the registration price if you are not satisfied completely with our presentation and information. Yes, we are that confident. You will gain the knowledge you are looking for and you will not leave without having all your questions answered.

What You Will Learn

You will:

- Network with successful lawyers from around the country
- Learn how to identify the management problems in your office
- Get marketing tips your firm needs to get the cases you want
- Receive the secrets behind digital marketing
- Figure out how to track your marketing to see what's working
- ...And so much more!



How Much Is It?

Before August 30th — \$1,295 per individual or
\$800 for the first firm member, \$650 for each additional member

After August 31st — \$1,500 per individual and
\$800 for each additional firm member

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Legal Marketing and Management Seminar September 25-27, 2013 Fort Lauderdale AGENDA

** All snacks and meals provided by ATLAS LAWYERS **

WEDNESDAY, SEPTEMBER 25

- 1:00-1:15 pm** Welcome
James Christopher Munley, Esq., Munley Law
- 1:15-2:15 pm** Successful Market Tracking: How tracking your marketing through specific phone numbers can help you better identify what is working and what's not
Brien Johnson, president of ILM Agency
- 2:15-3:15 pm** Mass Torts 101: What advertising lawyers should know to get results from mass torts
Rick Kuydendall, Esq.
- 3:15-3:30 pm** Break
- 3:30-4:30 pm** From Persuasion to Influence: How enhanced communication skills will improve your marketing and management efforts
David Frees, Esq.
- 4:30 pm** Happy Hour and Dinner

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THURSDAY, SEPTEMBER 26

- 7:00-8:00 am** Breakfast
- 8:00-9:00 am** Managing Your Dashboards: How case management dashboards can increase productivity, improve client satisfaction, and achieve quicker settlements
Micki Love, COO, Hughes and Coleman
- 9:00-10:00 am** How Efficient Are You?: Think your office is operating as efficiently as possible? Think again
Tim McKey
- 10:00-10:15 am** Break
- 10:15-11:15 am** Case Review: Litigating the trucking case that involves a shipping container
Marion Munley Esq, Munley Law
- 11:15 am-12:15 pm** How to Handle the Medicare Mess: Taking all the work out of dealing with Medicare liens
Todd Franklin, Med-Lien Solutions, Inc.
- 12:15-1:30 pm** Lunch
- 1:30-2:30 pm** SEO and You: Is your SEO working for you or are you working for your SEO?
Jack Reager, Blackout Design

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- 2:20-3:30 pm** Marketing to Focus Groups: How to use dial testing focus groups to perfect your marketing strategy
George Sweda, Sweda Advertising
- 3:30-3:45 pm** Break
- 3:45-4:45 pm** Social Media Strategy: How to employ social media to improve your client relations and develop more clients
Nicole Farber, CEO, ENX2 LLC
- FRIDAY, SEPTEMBER 27**
- 7:00-8:00 am** Breakfast
- 8:00-9:00 am** The Importance of Technology: How to take you law practice to a new level by investing in the latest in technology
Speaker TBA
- 9:00-10:00 am** How Can I Help You?: How to train your intake department/call center to provide exceptional service
Chris Mullins, Mullins Media Group, LLC.
- 10:00-10:15 am** Break
- 10:15-11:15 am** TBA
- 11:15-12:15 am** The Richardson Roundup

REGISTER 