



## Wednesday October 17, 2012

1:00-1:15 Welcome and introduction of firms and sponsors

James Christopher Munley, Esq., Munley, Munley & Cartwright, Scranton Pa

1:15-2:15 Reviewing and properly training your new client Intake paralegal

Ken Hardison, Esq. Founder, PILMMA, Raleigh North Carolina •



2:15-3:15 the importance of an outside business perspective

Tim Mckey, Mckey Business Group/Vista Consulting Team, Baton rouge, Louisiana



3:15-3:30 Snack Break—Food Provided

3:30-4:30 How to properly use social media in your law practice

Stephen Fairley, The Rainmaker Institute, Gilbert Arizona



4:30-5:30 How to properly set up you own video blog to increase your caseload

Mary Hazel Carey, Video Blog Marketing, San Francisco, California



7:00-10:00 Pm Cocktail Reception Main Lobby Sponsored by

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

*Innovative*  *Legal  
Marketing*

consult  webs.com  
LAW FIRM MARKETING WEB DESIGN

**Thompson**

**Flanagan**

**CLOUD[8]SIXTEEN, INC**



Thursday October 18, 2012

7:00-8:00 Breakfast Provided by ATLAS Sponsored by



8:00-9:00 Referral Based Marketing Strategies for attorneys  
David Phelps, Atticus Inc., Mt. Dora Florida



9:00-10:00 Non-traditional way of reaching out to your prospects: Mobile Apps and live chat.  
Alex Hambrick, Vice President NGAGE, Inc.

**CLOUD[8]SIXTEEN, INC**

10:00-11:00 How To Audit Your Marketing to Keep What Works, Ditch What Doesn't and Prevent the Intake Department/Call Center from Ruining Your Business  
Brien Johnson, President, Innovative Legal Marketing, Ft. Lauderdale Florida



11:00-11:15 Break-Food Provided

11:15-12:15 “Leveraging Your Web Presence to Increase Your Case Load”  
Dale Tincher, CEO Consult Webs, Raleigh North Carolina

12:15-1:30 Lunch. Provided by Atlas. Sponsored by



1:30-2:30 Uses for your IPAD and other technology in the Courtroom  
Spencer Farris, Esq

2:30-3:30 How to ethically fight for your clients rights when the other side will lower themselves to do anything to win.

David I Fallk Esq

2:30-3:30 Everyone you need to know, who you should know, how to get to know them and how to use ‘em  
Katrina Foster, President, KKPR Marketing and Public Relations, Milford Pa.



3:30-3:45 Break

3:45-4:45 How to properly use social media in your law practice—Part II-  
Stephen Fairley, The Rainmaker Institute, Gilbert Arizona



4:45-5:30 Advantages of using vanity phone numbers



Friday October 19, 2012



7:00-8:00 Breakfast. Provided by ATLAS Sponsored by

8:00-9:00, Building your practice through community involvement and charity  
Atty Howard Spiva

9:00-10:00 Legal marketing from a lawyers perspective–  
Atty. Seth Price

10:00-10:15 Break. Snacks Provided Courtesy of

**CLOUD[8]SIXTEEN, INC**

10:15-11:15 finding a referral source you can trust to handle your referred cases. . Chris Munley and Dale Tincher talk about how to evaluate referral sources and list firms that have proven themselves to be trustworthy and good financial business partners.

11:15-12:00 How much, when and how to invest in Pay-per-click advertising -  
John Damron, Senior Marketing Strategist and Ken Vandre, Google Certified SEM Analyst  
Keyword Specialist, Consultwebs

**SEE YOU IN APRIL IN WASHINGTON D.C.**