

ATLAS LAWYERS 2022 PRACTICE MANAGEMENT AND LEGAL MARKETING CONFERENCE

AGENDA

Day One

Wednesday, May 4, 2022

8:30-
9:00 am

Registration

9:00-
9:45 am

Taking the Stress and Hassle Out of Drafting Settlement Demand Packages
Colin Brett, Esq., Raymond Mieszaniec, EvenUp

9:45-
10:30 am

Taking the Hassle Out of Requesting Medical Records
Lexitas/ARC

10:30-
11:15 am

How to Start and Promote Your Own Podcast For Your Law Firm Following the Ethical Rules
Jennifer Seelig, Podcast PR Pro

11:15-
11:30 am

Break
Sponsored by EvenUp

11:30 am-
12:15 pm

Restore the Brain's Natural Balance To Attract Success In All Areas of Your Life
Patrick K Porter Ph.D., Brain Tap

12:15-
1:30 pm

Lunch Speaker: How to find the adverse Witness that Establishes Your Case at Trial, Paul Littrell Jr., Stratejic LLC
Provided by Lexitas/ARC

1:30-
2:15 pm

How to Increase the Value of Your Case Through Trial
Christian Morris, Esq.

2:15-
3:00 pm

Attract the Clients You Want From a "Vendor's" Perspective
Amelia Brummel, Brummel Legal

3:00-
3:45 pm

The Foundational Basics of Brain Injury Cases
Lyn Kiehl, M.A., J.D., Founding Director of Mindset

3:45-
4:00 pm

Break
Sponsored by Smart Advocate

4:00-
4:45 pm

Creating Extraordinary Branding No Matter the Market Challenge
Tammy Kehe, Network Affiliates

7:00-
9:00 pm

Opening Night Reception
Sponsored by Clixsy



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Day Two

Thursday, May 5, 2022

9:00-
9:45 am

Is Content Still King in Digital Marketing? How to Market your Law Firm Without Running Afoul of the State Bar Rules
Bernadine Munley, Esq., Susan Vester, Eleanor Wilson, Bob Digital Marketing

9:45-
10:30 am

Solutions to Your Struggle to Ethically Advertise On the Internet
Corey Vandenberg and William Pettet, Clixsy

10:30-
11:15 am

Case Management Software for the 21st Century
Sean Parker, Smart Advocate

11:15-
11:30 am

Break
Sponsored by RGK Trucking Experts

11:30 am-
12:15 pm

Fortune Favors the Brave, Litigating Truck Accident Cases During the Pandemic
Daniel W. Munley, Esq.

12:15-
1:30 pm

Lunch Entertainment/ Speaker: Find That Pot of Gold at the End of the Rainbow, Michael Sumner, Sumner Group
Provided by Network Affiliates

1:30-
2:15 pm

Discovery Issues in Trucking Cases
Marion Munley, Esq.

2:15-
3:00 pm

Using Daily Computer Lessons to Reinforce Employees Knowledge of the Law, Firm Policy and Ethics Rules
Rick Rippon, Netrastar, Inc.

3:00-
3:15 pm

Break
Sponsored by Cardinal Life Care

3:15-
4:00 pm

Turbocharge Your Firm with Attorney Fee Structures
Courtney Barber, Independent life Structured Settlements

7:30 pm

Cinco de Ryo Celebration at Margaritaville
Sponsored by Ryan Serritella at RCMO Media



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AGENDA

Day Three

Friday, May 6, 2022

9:00-
10:00 am

How to Properly Purchase and Run a Real Estate Enterprise
Donnell Guiltinan, All American Advisors

10:00-
11:00 am

CONFERENCE ROUNDTABLE
Hosted By Benjamin "Buzz" Banda

11:00-
11:15 am

Break
Sponsored by Munley Law

11:15 am

CONFERENCE ROUNDTABLE (Con.)

Roundtable Topics:

- Staffing problems, what do you do?
- How do I get more cases without spending a lot of money?
- Document management
- Managing client expectations
- Who is watching your internet marketing, and do they have your best interests at heart?
- The best and worst decisions you made in your practice in the last two years.
- How are you managing intakes?
- Finding new employees
- Training new employees
- The latest in technology