



2025 PRACTICE MANAGEMENT AND LEGAL MARKETING CONFERENCE AGENDA

Thursday, September 25, 2025

12:00 pm - Introduction and Welcome
James Christopher Munley, ATLAS Founder

**12:15-1:15 pm - How AI is Impacting SEO and What
Lawyers Need to Do to Stay Relevant**
Lindsey Busfield, Optimize My Firm

**1:15-2:15 pm - Stopping Lead Leaks: Uncovering the
Reason You Are Not Signing More Of Your Ideal Cases
Using AI**
Matt Wetmore, Drive Law Firm Marketing

**2:15-3:15 pm - Fee Structures And Tax Deferral Strategies
For Lawyers**
Courtney Barber, Independence Life

3:15-3:30 pm - Break
Sponsored by Optimize My Firm

**3:30-4:30 pm - Competing Against the 800 LB
Gorilla in Your Market**
Trey Harrell, Trey Harrell Law

**4:30-5:30 pm - How to Identify and Bring In All Potential
Defendants in a Truck Accident Case**
Katie Nealon, Esq., Munley Law

6:30-8:30 pm - Opening Night Reception
*Hosted by Oklahoma City University School of Law
Sponsored by EVENUP*

Friday, September 26, 2025

9:00-10:00 am - Don't Do Depositions Naked
Andrew Applegate, Second Chair AI

**10:00-11:00 am - Why Everyone Should Be Looking to
Handle Ride Share Cases**
Katie Nealon, Esq., Munley Law

11:00-11:15 am - Break
Sponsored by Hopprr

**11:15 am-12:15 pm - How to Improve Demand Writing to
Enhance Your Argument and Settlement**
Jennifer El-Kadi, EVENUP

**12:15-1:15 pm - Creating a Practice to Compete and
Thrive in the Modern Era of Plaintiff's Law**
Tim McKey, Vista Consulting

1:15-2:15 pm - Lunch
Provided by ATLAS LAWYERS

**2:15-3:15 pm - How to Request and Receive All of Your
Clients' Medical Records in Less Than 48 Hours for 1 Low
Flat Fee and Not Pay a Penny for Copy Costs**
Meredith Manak, Hopprr

**3:15-4:15 pm - Tracking Case Outcomes and Client
Experience Between Intakes That Occur Using Voice AI,
and Those That Leverage Human Intakes**
Cliff Pluimer & Varun Aggarwal, Lua Legal

4:15-4:30 pm - Break
Sponsored by Drive Law Firm Marketing

**4:30-5:30 pm - Pre-Litigation on Autopilot: How AI Gives
Your Case Staff Superpowers**
Cole Rider, Finch Legal

6:00-8:00 pm - Friday Night Happy Hour
Sponsored by RCMO Media

Saturday, September 27, 2025

**9:00-10:00 am - How to Ethically Market Your Practice in
Overcrowded Digital Era**
Katrina Foster, KKPR Marketing & Public Relations

10:00 am-12:00 pm - CONFERENCE ROUNDTABLE



2025 PRACTICE MANAGEMENT AND LEGAL MARKETING CONFERENCE AGENDA

Day One

Thursday, September 25, 2025

- 12:00 pm **Introduction and Welcome**
James Christopher Munley, ATLAS Founder
- 12:15-1:15 pm **How AI is Impacting SEO and What Lawyers Need to Do to Stay Relevant**
Lindsey Busfield, Optimize My Firm
- 1:15-2:15 pm **Stopping Lead Leaks: Uncovering the Reason You Are Not Signing More Of Your Ideal Cases Using AI**
Matt Wetmore, Drive Law Firm Marketing
- 2:15-3:15 pm **Fee Structures And Tax Deferral Strategies For Lawyers**
Courtney Barber, Independent Life
- 3:15-3:30 pm **Break**
Sponsored by Optimize My Firm
- 3:30-4:30 pm **Competing Against the 800 LB Gorilla in Your Market**
Trey Harrell, Trey Harrell Law
- 4:30-5:30 pm **How to Identify and Bring In all Potential Defendants in a Truck Accident Case**
Katie Nealon, Esq, Munley Law
- 6:30-8:30 pm **Opening Night Reception**
Hosted by Oklahoma City University School of Law
800 N Harvey Ave. Oklahoma City, OK
Sponsored by EVENUP



Scan the QR code to access materials from this conference



2025 PRACTICE MANAGEMENT AND LEGAL MARKETING CONFERENCE AGENDA

Day Two

Friday, September 26, 2025

- 9:00-10:00 am **Don't Do Depositions Naked**
Andrew Applegate, Second Chair AI
- 10:00-11:00 am **Why Everyone Should Be Looking to Handle Ride Share Cases**
Katie Nealon, Esq., Munley Law
- 11:00-11:15 am **Break**
Sponsored by Hoppr
- 11:15 am-12:15 pm **How to Improve Demand Writing to Enhance Your Argument and Settlement**
Jennifer El-Kadi, EVENUP
- 12:15-1:15 pm **Creating a Practice to Compete and Thrive in the Modern Era of Plaintiff's Law**
Tim McKey, Vista Consulting
- 1:15-2:15 pm **Lunch**
Sponsored by ATLAS Lawyers and Munley Law
- 2:15-3:15 pm **How to Request and Receive All of Your Clients' Medical Records in Less Than 48 Hours for 1 Low Flat Fee and Not Pay a Penny for Copy Costs**
Meredith Manak, Hoppr
- 3:15-4:15 pm **Tracking Case Outcomes and Client Experience Between Intakes That Occur Using Voice AI, and Those That Leverage Human Intakes**
Cliff Pluimer & Varun Aggarwal, Lua Legal
- 4:00-4:15 pm **Break**
Sponsored by Drive Law Firm Marketing
- 4:30-5:30 pm **Pre-Litigation on Autopilot: How AI Gives Your Case Staff Superpowers**
Cole Rider, Finch Legal
- 6:00-8:00 pm **Friday Night Happy Hour**
Sponsored by RCMO Media



Scan the QR code to access materials from this conference



2025 PRACTICE MANAGEMENT AND LEGAL MARKETING CONFERENCE AGENDA

Day Three

Saturday, September 27, 2025

9:00-10:00 am **How to Ethically Market Your Practice in Overcrowded Digital Era**
Katrina Foster, KKPR Marketing & Public Relations

10:00 am-12:00 pm **CONFERENCE ROUNDTABLE**

Thank you for coming!

Keep an eye on atlaslawyers.com for our next seminar.



Scan the QR code to access
materials from this conference

atlaslawyers.com