

A Packed 2-Day Conference that will Grow Your Practice and Your Bottom Line!



ATLAS LEGAL MARKETING GROUP IS PROUD TO PRESENT OUR NEXT ANNUAL CONFERENCE AT THE FABULOUS NAPLES GRANDE BEACH RESORT - WALDORF ASTORIA COLLECTION NAPLES, FLORIDA ~ MARCH 17 & 18, 2011



Naples Grande Beach Resort is set on 23 lush, tropical acres amid towering palm trees and a winding lagoon along the Florida Gulf Coast. This exclusive 18-story property features an extensive health spa, a picturesque 18-hole golf course and is minutes from the trendy Waterside Shops.

ONLY 4 SPACES REMAINING!

Act now to insure a spot for your firm. However, not everyone will be accepted because of strict ATLAS geographic guidelines which limits representation to one per market.

ATLAS has gained a national reputation for bringing together some of the most successful and innovative legal professionals and for providing the forum for them to share their views on marketing and managing thriving law firms.

I look forward to seeing you at the Naples Grande.

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

munley.com



Sincerely,

A handwritten signature in black ink, appearing to read "C Munley". The signature is fluid and cursive.

James Christopher Munley, Esq.

Conference Agenda

THURSDAY MARCH 17, 2011

8:00-9:00am
Registration

9:00-9:15am
Welcome

Attorney James Christopher Munley
—Munley, Munley & Cartwright

9:15-10:00am
Database Marketing - Exploiting Your
Most Valuable Asset—Sandie Wike

10:00-10:45am
Why You Should be Looking for
Trucking Cases—Marion Munley

10:45-11:00am
Snack Break in the Lobby
—Refreshments and Snacks Provided

11:00-11:45am
Using Video to Market Yourself on the
Internet—Gerry Oginski

11:45am-12:30pm
Animation in Trucking Cases
—Charlie Chapman

12:30-1:30pm
Lunch—On the Patio

1:30-2:15pm
Leverage Your Website, Social Media,
Blog and Other Web Properties to
Obtain New Clients—Dale Tincher

2:15-3:00pm
Three Keys to Marketing Your Practice
Without Spending a Dime on TV
—Mark Merenda

3:00-3:15pm
Getting Your Client Pre-Settlement
Funding that Won't Make it Impossible
to Settle Their Case—Todd Franklin

3:15-3:30pm
Bridging the Digital Divide: How to
Synergize Your Media—Jason Holly

3:30-3:45pm
Snack Break in the Lobby

3:45-4:15pm
Non-Traditional Uses of Structured
Settlements—Roger Roggenbaum

4:15-4:30pm
Short Code Cellphone Numbers
—Gregory Petzold

4:30-5:15pm
Customized Marketing Strategies
and Tracking Your Firm's Return on
Investment from All Advertising
Media—Brien Johnson

6:30pm
Bus Departs to Jerry Parker's Residence

7:00-10:00pm
Party at the Home of Jerry Parker

FRIDAY MARCH 18, 2011

8:00-9:00am
Breakfast

9:00-9:45am
How to Build Great Teams
—Jay Henderson

9:45-10:30am
The Battle Rages On; Why Victim's
Rights and Trial Lawyers are Always
Imperiled—David I Fallk Esq.

10:30-10:45am

10:45-11:00am
Snack Break in the Lobby

11:00am-12:00pm
How to Get More Cases and Command
Higher Fees by being a Published
Author...and How to Write Your Book
in Less than 8 Hours—Adam Witty

12:00-1:30pm
Lunch—On the Patio

1:30-2:30pm
Dashboard Marketing
—Micki Love

2:30-2:45pm

2:45-3:30pm
Final Roundup
of Conference
—Scott Richardson

