

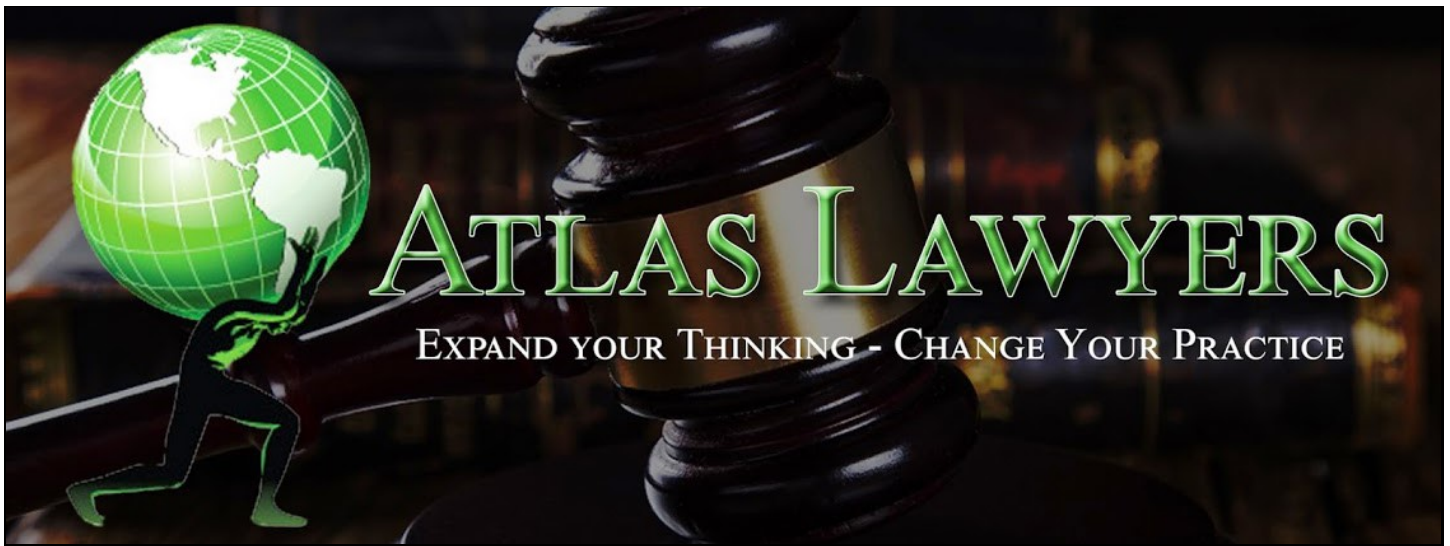
**Legal Marketing and Management Seminar**  
**April 22-24, 2015, Orlando, Florida**  
**AGENDA**

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

**DAY ONE**

- 12:00-12:15 pm** Welcome  
*J. Christopher Munley, Esq., Munley Law*
- 12:15-1:15 pm** Properly Training Your Staff to Handle Client Calls  
*Chris Mullins, The Phone Sales Doctor, INTAKE Academy, LLC*
- 1:15-2:15 pm** Advertising Your Law Firm: How to Advertise Your Law Firm in Compliance with Florida and Pennsylvanian Rules of Professional Conduct  
*George Sweda, Sweda Advertising*
- 2:15-3:15 pm** Human Resources for Small Firms: What Every Law Firm Needs to Know to Protect Themselves  
*Jennifer LaPorta Esq, University of Scranton*
- 3:15-3:30 pm** Break
- 3:30-4:30 pm** Ethical Use for Social Media: How to Use Social Media to Stay Better Connected with Your Clients and the General Public  
*Nicole Farber, ENX2 Marketing & Consulting*
- 4:30-5:30 pm** Understanding and Dealing With Medicare  
*Todd Franklin, Plaintiff Investment Funding*

**REGISTER** 



**5:30-6:30 pm**

Law Office Management: Training Your Entire Staff to Properly Handle Your Client's Case

*Tim McKey, Vista Consulting*

**7:30 pm**

Opening night reception

**DAY TWO**

**7:00-8:00 am**

Breakfast

**8:30-9:30 am**

Network Training: Learn How to Properly Network With Other Lawyers

*Buzz Banda, Network Affiliates*

**9:30-10:30 am**

Looming Changes in the Law That Threaten the Legal Profession

*David I. Fallk, Esq.*

**10:30-10:45 am**

Break

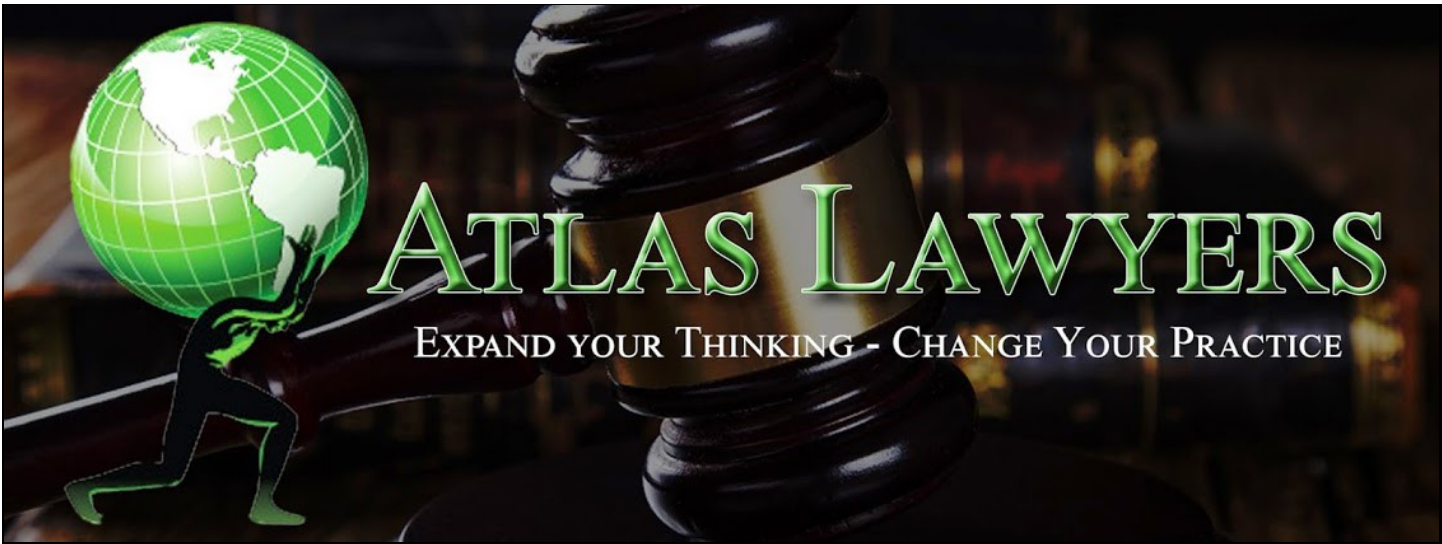
**LEARN FROM OUR EXPERTS:  
GET THE CASE YOU WANT FROM THE INTERNET  
WITHOUT BEING BROUGHT TO YOUR KNEES**

**10:45 am-12:45 pm** The Basics: How to Navigate Your Website

- *How to see if your web designer is working on your site*
- *What is a PPC campaign and how it works*
- *How to track the progress of your PPC campaign*
- *How to create and implement your PPC campaign*
- *How to fix your own Internet programs*

**REGISTER**





**12:45-1:45 pm**

Lunch

**2:00-3:00 pm**

The Data: Learn Your Analytics

- *How to read your analytics*
- *Where are your clients coming from?*
- *What campaigns are working and what aren't*
- *How to tailor your PPC campaign to get the cases you want*

**3:00-4:30 pm**

The Team: Get Your House in Order

- *Do you need a full-time digital marketing employee?*
- *How much time does your digital marketing company spend on you?*
- *How to hire your own in-house Internet marketing employee*
- *How and where to advertise for an in-house Internet guru*

### **DAY THREE**

**7:30-8:30 am**

Breakfast

**8:30-10:30 am**

How to Manage Your Law Firm Employees  
*J. Christopher Munley, Esq., Munley Law*

**10:30-10:45 am**

Break

**10:45 am-12:45 pm**

How to Effectively Use Technology in Your Office and the Courtroom to Better Your Client's Case  
*J. Christopher Munley, Esq., Munley Law*

**REGISTER** 