



**PILMMA Fall 2010 Marketing Summit  
October 29<sup>th</sup> and 30<sup>th</sup>, 2010  
At the Wynn Resort and Casino in Las Vegas, NV**

**www.PILMMA.org • Phone: (843) 361-1700 • Fax: (866) 859-8126 • 607 Briarwood Drive, Ste 4, Myrtle Beach, SC 29572**

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- **Yellow Pages – Are They Still Viable?**
    - Don Benton
  
  - **Law Firm Website TV Shows.**
    - Charlie McDermott
  
  - **How To Use a 30 Minute TV Spot to Cost Effectively get New Clients.**
    - Jeff Hockings
  
  - **Marketing to Hispanics.**
    - Diana Benson
  
  - **Website and Google Updates.**
    - Dale Tincher and Lisa Vaughn
  
  - **Education Based Marketing.**
    - Trey Ryder
  
  - **How to Keep Your Law Firm Financially Fit.**
    - Michael J. Swanson
  
  - **How to Out Perform and Out Position Your Competitors.**
    - Judd Kessler
  
  - **How to Build Teams.**
    - Jay Henderson
  
  - **Using Social Media to get Referrals.**
    - Spencer Aronfield
  
  - **How to Effectively Create a Strategic Plan and Budget for 2011**
    - Ken Hardison
  
  - **21 Strategies to get Referrals.**
    - Ken Hardison

**.....AND MUCH MUCH MORE!**



# PILMMA FALL 2010 Registration Form

## The Early Bird Discount

**THIS SPECIAL OFFER IS GOOD UNTIL June 1<sup>st</sup>, 2010!!!**

	<u>Regular Price</u>	<u>Discount If Registered by 06/01/2010</u>
<input type="checkbox"/> NON-MEMBER	\$1,497.00	\$1,397.00
<input type="checkbox"/> SILVER MEMBER	\$1,097.00	\$997.00
<input type="checkbox"/> GOLD MEMBER	\$697.00	\$597.00

**Note – this discount is good thru June 1<sup>st</sup>, 2010**

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Name: \_\_\_\_\_

Additional Attendee Name(s): \_\_\_\_\_ , \_\_\_\_\_

I will pay by:  Check ck # \_\_\_\_\_ Amount of Check\$ \_\_\_\_\_  Credit Card

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_ CSV# \_\_\_\_\_  
(please print clearly)

Signature: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_  
(please print clearly)

Billing Address of card: \_\_\_\_\_  
\_\_\_\_\_

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**Please Fax, Mail, or Email the Completed Form to one of the following...**

Fax: (866) 859-8126

PILMMA  
607 Briarwood Drive, Ste 4  
Myrtle Beach, SC 29572

Email: Bfanz@PILMMA.org