

**2020 Summit Agenda**  
**June 23- 26**  
**Tuesday**

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<b>12:00 – 6:00</b>	<b>Registration</b>	
<b>1:00 - 1:15</b>	<b>Opening Remarks</b>	<b>Ron Eccles</b>
<b>1:15 - 1:45</b>	<b>How to Avoid a Bad Hire</b>	<b>Jay Henderson</b>
<b>1:45 - 2:15</b>	<b>What We Have Learned from Setting 500 Appointments with Referral Partners</b>	<b>Kara Prior</b>
<b>2:20 - 3:15</b>	<b>TBA</b>	<b>Steve Nober</b>
<b>3:15 - 3:30</b>	<b>BREAK</b>	
<b>3:30 - 4:00</b>	<b>Convert More Prospects Into Clients: Lead Conversion Skills That Increase Profits</b>	<b>Liz Wendling</b>
<b>4:05 - 4:35</b>	<b>How to Avoid Being Sued by your Ex- Employees</b>	<b>Alan Crone</b>
<b>4:35 - 5:10</b>	<b>How to Get Quality Cases on Facebook</b>	<b>Luke Russel &amp; Erica Snider</b>
<b>6:30 - 8:30</b>	<b>Masquerade Ball Reception</b>	





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### **Wednesday**

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<b>7:30 – 8:30</b>	<b>Registration</b>	
<b>8:30 – 8:45</b>	<b>Opening Remarks</b>	<b>Kenneth Hardison</b>
<b>8:45 – 10:00</b>	<b>Never Give Up</b>	<b>Rudy Ruettiger</b>
<b>10:00 – 10:15</b>	<b>Break</b>	
<b>10:15 – 11:30</b>	<b>Scaling Up Your Law Practice</b>	<b>Verne Harnish</b>
<b>11:30 – 12:15</b>	<b>A Blueprint for Local SEO Expansion</b>	<b>Tanner Jones</b>
<b>12:15 – 2:00</b>	<b>LUNCH</b>	
<b>2:00 – 2:30</b>	<b>The Power of Tax Planning for Attorneys</b>	<b>Boris Musheyev</b>
<b>2:30 – 3:30</b>	<b>Unmasking Your Potential</b>	<b>Kenneth Hardison</b>
<b>3:30 – 4:00</b>	<b>BREAK</b>	
<b>4:00 – 5:00</b>	<b>TBA</b>	<b>Eric Morgan</b>



POWERFUL INNOVATIVE LEGAL MARKETING  
& MANAGEMENT ASSOCIATION

## 2020 Summit Agenda

### June 23- 26

### Thursday

Time	Personal Injury	Domestic	Criminal
8:00 – 8:45	How to attract Motorcycle Injury Cases even if you Don't Ride – <b>Kenneth Hardison</b>		
9:00 - 9:50	Diversifying in mass torts and what you should know - <b>Steve Smith</b>	A 7 Figure Family Law Firm? Yes, it's possible – <b>Leigh Daniel</b>	How to Scale a Law Firm from Personal Injury to Criminal and Beyond - <b>Seth Price</b>
10:00 - 10:50	Increase Revenue Through Top Line Management – <b>Gary Solomon</b>	How to Market your Domestic practice with a book – <b>Kenneth Hardison</b>	How to Charge & Collect Large Fees in Criminal Cases - <b>Greg McCollum</b>
11:00 - 11:50	Intake Tips - <b>Jay Jackson</b> Opus	The Key to Unlocking Predictability, Scalability & Profits – <b>Billie Tarascio</b>	How to improve your Direct Mail Campaign – <b>Kenneth Hardison</b>
<b>12:15 - 2:00</b>	<b>Lunch &amp; Awards</b>		
2:00 - 2:50	Accounting Systems for a Contingency Law Firm – <b>David Shuman</b>	Scaling Your Practice: How to Build a Multi-Lawyer, Multi-Office, Multi-Million Dollar Family Law Firm That Works  <b>Panel: Russ Alexander, Brad Walkers, Billie Tarascio, and Brian Galbraith</b>	How to Grow Profitable and Successful Criminal Defense Practice – <b>Jay Ruane</b>
3:00 - 3:50	Financing your Law Firms Growth – <b>Ari Kornhaber</b>	How to Do Good and Do Well; Making Your Peacemaking Practice a Business  <b>Panel: Brian Galbraith and Russ Alexander</b>	Leveraging Your <u>Local</u> Media Contacts – <b>Justin Lovely &amp; Amy Lawrence</b>
5:30 – 6:30	<b>Mastermind Reception</b>		
<b>Staff Break Out -- Round Tables</b>			
	<b>Marketing</b>	<b>Management</b>	
9:00 - 10:30	Creating a Marketing Plan <b>Mark Whitehead</b>	<b>TBA</b>	
10:45 - 12:15	Split Testing Your Online Marketing - <b>Erik Smelser</b>	Hiring Superstars – <b>Greg Abel</b>	
2:00- 3:30	Differentiating Your Firm from Your Competition - <b>Kenneth Hardison</b>	Onboarding New Hires - <b>Bill Biggs</b>	

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<b>8:30 – 9:00</b>	<b>Do you Know Your Key Numbers?</b>	<b>Kenneth Hardison</b>
<b>9:00 – 9:30</b>	<b>Leveraging Videos to Grow your Law Practice</b>	<b>Nicholas Veser</b>
<b>9:30 – 10:15</b>	<b>Overcome The Cash Crunch</b>	<b>Chelsea Williams</b>
<b>10:15 – 11:00</b>	<b>Video Marketing YouTube Advertising</b>	<b>Cindy Speaker</b>
<b>11:00 – 11:17</b>	<b>Ambassador Club</b>	<b>Larry Disparti</b>
<b>11:20 – 11:37</b>	<b>What's Google Up To - A Midyear Review</b>	<b>Nalini Prasad</b>
<b>11:40 – 11:57</b>	<b>Getting Influence's to Refer your Cases</b>	<b>Kenneth Hardison</b>
<b>11:57 – 12:15</b>	<b>Closing Remarks</b>	<b>Kenneth Hardison</b>

