

DAY ONE

Registration

4:00 PM - 7:00 PM

Reception

6:00 PM - 8:00 PM

DAY TWO

Breakfast & Registration

8:00 AM - 9:00 AM

Nick Paul

Topic: Opening Remarks

9:00 AM - 9:05 AM

Kelly Cardenas

Topic: Harnessing the Right Energy for Extraordinary Accomplishment

9:05 AM - 10:00 AM

Justin Miller & Madeline Simmons

Topic: Marketing to Your Base

10:00 AM - 11:00 AM

Break + Snacks

11:00 AM - 11:15 AM

Devin Harper

Topic: E-E-A-T Your Way to Search Engine Dominance

11:15 AM - 11:45 AM

Lyndsay Cormier

Topic: Visualizing Legal Success

11:45 AM - 12:15 PM

Lunch (included)

12:15 PM - 1:30 PM

Amanda Casinha

Topic: Mastering Social Media

1:30 PM - 2:15 PM

Ben, Amanda, Justin, Lyndsay Moderated by Kelly

Topic: Panel on Brand Identity and Growth

2:15 PM - 3:15 PM

MC

Topic: Closing Out the Day

3:15 PM - 3:30 PM

Open Bar + Workshopping

3:30 PM - 4:00 PM

DAY THREE

Breakfast

8:00 AM - 9:00 AM

Ben Glass

Topic: Living Your Best Life as a Lawyer

9:00 AM - 10:00 AM

Chad Henkel

Topic: The State Of Legal Marketing

10:00 AM - 10:45 AM

Break + Snacks

10:45 AM - 11:00 AM

Havilah Bruno Lilly

Topic: From Legal Expertise to Market Leader

11:00 AM - 11:30AM

Harlan Schillinger

Topic: Your Challenge

11:30 AM - 12:15 PM

Lunch (included)

12:15 PM - 1:00 PM

Mathew Kerbis

Topic: AI's Impact on Competence and Fees - Ethically Become a Lawyer of the Future

1:00 PM - 2:00 PM

Tim Semelroth

Topic: Utilizing Online Courses

2:00 PM - 2:45 PM

Mathew, Havilah, Tim, Amador, Moderated by Harlan

Topic: Panel on Legal Tech & Accessibility

2:45 PM - 3:45 PM

Closing Remarks

3:45 PM - 3:50 PM

Optional Workshopping

3:50 PM - 4:00 PM