

Thursday, January 20, 2011

1:30 p.m. – 4:45 p.m.

Law Office Technology

3.0 MCLE Credit Hours

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Incorporate Social Media in Your Practice - Strategies and Tools Every Lawyer Needs

As Facebook, Twitter, YouTube and LinkedIn become more popular worldwide, lawyers want to know how to use social media in their practices. Learn how to create connections, build your on-line reputation, develop new referral sources, and attract new clients. In addition, we'll discuss common ethical issues, and demonstrate practical new tools that will help you more easily manage social media to build your practice.

Break

Lawyer Mobility: Running Your Practice From the Beach, Golf Course and Beyond

Whether you are at home, in the office, at the lake house, or around the world, there are a growing arsenal of portable tools, web based services, and remote access service providers, that can help you work easily and securely from almost anywhere. We will review the tools, techniques, apps and services in use to make your office available, securely, without breaking the bank.

Break

50 Success Tips for Busy Lawyers in 50 Minutes

Tips are short nuggets of information that can yield a wealth of practical information in just a few seconds. They can be powerfully succinct or contain just the germ of an idea that can spread quickly into a new way of improving how you run your practice. In this fast-paced and fun session, Reid will share practical, proven, and innovative tips you can take back to your firm to help avoid malpractice, enhance client service, improve your practice, and be more productive.

Speakers: *Ross L. Kodner, Milwaukee, WI*

Moderator: *Courtney Kennaday, Columbia*