

Great Legal Marketing SuperConference 2010

AGENDA

FRIDAY JUNE 11TH, 2010

- 7:00AM Registration Opens & Exhibit Set-up
- 8:30AM – 9:15AM **Conference Opening Session**
Rem Jackson
- 9:15AM – 10:15AM **The Challenges We Face in An Increasingly Crowded Marketplace**
Ben Glass
- 10:15AM – 10:45AM **Meet With Your Partners in Success**
The GLM Exhibiting Companies
- 10:45AM – 12:00PM **Marketing With a Purpose – What are We Really Trying to Accomplish Here?**

Ben Glass
- 12:00PM – 1:00PM Break
- 1:00PM – 2:30PM **You Researched Your Last Car/Refrigerator/House on the Internet and That's Exactly What Your Next Client is Doing – What Will They Find? 8 Web Marketing Basics (If you do NOTHING else – do THESE THINGS)**
Tom Foster
- 2:30PM – 3:30PM **How to FINALLY Get Organized**
Wendy Ellin
- 3:30PM – 4:00PM **Meet With Your Partners in Success**
The GLM Exhibiting Companies
- 4:00PM – 5:00PM **Missing in Action – Your Prospects are Looking for Your Video, But Not That Kind of Video – How to Use Video to Get the Clients and Cases You Want**
Gerry Oginski
- 5:00PM – 6:00PM **How “Ben Glass Style” Marketing Fits Within the Ethics Rules**
Ben Glass
- 6:00PM – 8:00PM Break
- 8:00PM – 8:30PM **Featured Talks by Exhibitors**
3 companies
- 8:30PM – 11:00PM **GLM Nightclub**



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AGENDA (cont.)

SATURDAY JUNE 12TH, 2010

7:00AM	Room Opens
8:00 AM – 8:55AM	What We've Been Doing for the Past Year and an Update on What I'm Doing Now Mischelle Davis
8:55AM – 9:55AM	Remember, You Run a Business, Not a Job – What are the Best Managed Professional Practices Doing? Dr. Peter Wishnie, Ben Glass, Rem Jackson
9:55AM – 10:20AM	Meet With Your Partners in Success The GLM Exhibiting Companies
10:20AM – 12:00PM	Advanced Web Marketing Techniques that Separate the Winners From the Losers (You will be surprised!) Tom Foster
12:00PM – 1:00PM	Break
1:00PM – 2:00PM	The Mindset of the Successful Professional Rem Jackson
2:00PM – 3:30PM	What Really Good Attorney Marketers are Doing to Become Centers of Influence for their Raving Fans (and How to Get More Raving Fans) Ben Glass
3:30PM – 4:00PM	Meet With Your Partners in Success The GLM Exhibiting Companies
4:00PM – 5:30PM	The Idea Factory – "If I can do it - SO CAN YOU!" A Discussion with the Top Great Legal Marketing Mastermind Members Ben Glass, Tom Foster, Rem Jackson, GLM Mastermind Members
5:30PM	Conference Ends

