

"RESTORING THE PUBLIC'S TRUST GREAT LEGAL MARKETING SUMMIT"

April 8-9, 2011 • Reston, VA
AGENDA

THURSDAY, APRIL 7, 2011

7:30–9:00 **Private Networking Reception** – GLM Mastermind, GLM Coaching PLUS, GLM Private Clients, Foster Web Marketing Premium Clients and Top Practices Top Performers.

FRIDAY, APRIL 8, 2011

8:00–8:20 **Introduction** – You are in the right place.

8:21–9:30 **"But I'm the best lawyer in town — why I am struggling?"** – Ben Glass explains why without a steady stream of new clients, it just doesn't matter how good a lawyer or person you are...even if you are listed in Super Duper Lawyers of the Galaxy. Just why are lawyers some of the worst marketers ever born?

9:31–9:49 **Break – Meet with vendors.**

9:50–10:59 **Don't Put the Cart Before the Horse** – What you really must understand before you ask how to leverage Twitter, Facebook or StumbleUpon or spend one dime on your marketing (unless money is NO object).

11:00–12:05 **If Only Your "Internet Marketing Partner" Understood This (They Will Once You Explain it to Them): Dominating the Internet** – Tom Foster outlines how to talk to your webmaster in a language she understands so that someone other than your mother actually visits your website and DOES SOMETHING.

12:06–1:15 **Lunch on your own**

1:16–1:35 **Interview** – Ben interviews Richard Seppela, Your ROI Guy.

1:36–2:45 **0 to ~~60~~ 90 in 90 Days** – Rem explains how the Top GLM marketers put a Ferrari engine under the hood and took off flying with their marketing after attending their first GLM conference...and why they're positioned to dominate for years to come.

2:46–3:14 **Vendor Break** – Networking Opportunities

3:15–5:00 **Great Legal Marketing Expert Panel, with Charlie Hofheimer (Family Law), Bob Battle (DUI), Jim Brown (Bankruptcy), and Dave Frees (Probate, Trust and Estate).** In this fast paced session, Ben and his team of experts share the secrets to their success.

- 5:00–6:59 **Break for Dinner on Your Own**
- 7:00–9:00 **An Evening with Dan Kennedy** – GLM’s special guest caps off the day with a can’t-miss presentation, “Five Pathways to Business Breakthroughs of Epic Importance.”

SATURDAY, APRIL 9, 2011

- 8:00–8:45 **The Video Revolution** – Tom Foster and Jim Folliard lay out the exact steps for creating high quality client attraction video in your home or office without breaking the bank.
- 8:46–9:15 **What is YOUR Higher Purpose?** – Ben and Sandi Glass explain why running a successful law firm is not the end game.
- 9:16–9:29 **Vendor Break**
- 9:30–11:29 **Selling Where TRUST is Important** – Dan Kennedy delivers a once-in-a-lifetime talk, “Trust-Based Marketing...What Every Attorney Must Know to Once Again Grab the Hearts and Minds of the Public.”
- 11:30–1:00 **Lunch on your own, Meet with Vendors, Network**
- 1:00–1:29 **What Did You Hear from Dan? Open Q&A with Ben, Rem and Tom** – Discussion and commentary on how what you heard from Dan can be applied to the marketing of your practice.
- 1:30–2:29 **Worst to Best GLM Marketer of the Year** – Prizes, including a MacBook Pro, an Apple iPad and the Kodak PlayTouch Video Camera, will be given out to the GLM lawyers who went from the outhouse to the penthouse once they got their marketing cranked up.
- 2:30–3:00 **Vendor and Networking Break**
- 3:00–3:30 **Now that Your Marketing Finally Works, is Yesterday’s Staffing and Office Management Still Good Enough?** Rem reveals the secrets to attracting and producing superstar employees so that your office won’t miss a beat even when you’re not there.
- 3:31–4:01 **Really, Really Advanced Internet Marketing** – Tom details the absolute latest and greatest in Internet Marketing (this is the stuff your competitors will read about six months from now and think about implementing a year from now).
- 4:02–5:01 **From Concept to Repurposing: Creating a Massive Internet Footprint in 59 Minutes** – Ben explains how to take a tiny idea and create a massive internet footprint that drives EVEN MORE cases to you, helping you become an object of fascination in your marketplace.