

# PILMMA Super Summit Agenda

Wednesday September 29, 2021

10:00 – 5:30 (CDT)	<i>REGISTRATION</i>	
12:30 - 12:45	Opening Remarks	Ken Hardison, Esq.
12:45 - 1:20	How to Avoid Being Sued by your Ex-Employees	Alan Crone
1:20 - 2:15	Law Firm SEO- Exposing the Google Algorithm To Help You Get More Cases	Jason Hennessey
2:15 - 3:15	The Future of Legal Marketing: What's Changing, What's Working, What's Ahead, and How to Be Competitive	Steve Nober
3:15 - 3:30	<i>BREAK</i>	
3:30 - 4:00	Take Your Law Firm Beyond Se Habla Español Before Your Competition Beats You To The Punch	Liel Levy
4:05 - 4:35	Optimal Financial Non-Recourse Solutions For Today's Trial Lawyer	Dean Chace Joe DiNardo, Esq.
4:35 - 5:30	Intake Panel	Ken Hardison, Gary Falkowitz, Esq., Kerri Coby White, and Chris Mullins
	<b>7:00 – 9:00 Reception</b>	

# PILMMA Super Summit Agenda

Thursday September 30, 2021

7:30 – 8:30	REGISTRATION	
8:30 – 8:45	Opening Remarks	Kenneth Hardison, Esq.
8:45 – 10:00	Never Give Up	Rudy Ruettiger
10:00 – 10:15	BREAK	
10:15 – 11:30	When Great Is Not Good Enough	Mark Schaefer
11:30 – 12:15	A Blueprint for Local SEO Expansion	Tanner Jones
12:15 – 1:30	LUNCH	
1:30 – 2:45	Top 10 Red Flags to Look Out for While Managing A Law Firm	Eric Sanchez
2:45 – 3:30	How to Build Back After Covid	Ken Hardison, Esq.
3:30 – 4:00	BREAK	
4:00 – 5:00	How Do I Spend My Money?	Eric Morgan

# PILMMA Super Summit Agenda

Friday, October 1, 2021

<b>Time</b>	<b>Management</b>	<b>Marketing</b>	<b>Mass Torts</b>
8:00- 8:30	Moderator – Ron Eccles	Moderator: Seth Price	Moderator: Steve Smith
8:30 - 9:15	"Great Marketing Is Not Enough If Your Prospects Don't Convert" 5 Step Relationship Sales Conversion Script for Intake- Chris Mullins	Tracking Your Marketing Efforts ... New Technologies. They Help but They Don't – Chad Dudley	Diversifying into Mass Torts – What You Should Know – Steve Smith
9:25 - 10:10	Outsourcing--Cut your payroll by 50% Working Remote - Rob Levine	How to Effectively Use Social Media in Your Law Firm – Jay Ruane, Esq.	How To Make a Killing in Mass Torts, Reduce Your Taxes to 4% and Do No Work – Bill Pintas, Esq.
10: 10 – 10:30	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>
10:30 - 11:15	The Acceleration of Law Firm Growth Beyond the Pandemic – Smart Money Moves Law Firms Are Making Now – Ari Kornhaber, Esq.	How to Evaluate the Effectiveness of Your SEO Provider (no matter what stats they show you) – Jeff Turner	How to Mine Your Database for Gold – Grace Montealegre-Persist
11:25 - 12:10	The 5 Behaviors of a Great Team - Ken Hardison, Esq.	Modern Marketing Expertise: How to Create and Capture Consumer Demand - Dan Smith	How A Lawyer in Paducah Kentucky Built a Substantial Mass Tort Practice to Compliment His PI Practice – Mark Bryant, Esq., Emily Roark, Esq.
<b>12:10 – 1:30</b>	<b>LUNCH</b>		
1:30 – 2:00	PILMMA Membership Q&A Discovery		
2:00 – 2:45	Increase Revenue Through Top Line Management – Garry Salomon, Esq.	The 5 Types of Videos Every Law Firm Should Be Using to Market Their Firm – Patrick Anderson	The 3 Top Secrets of Mass Torts – Terry Dunken, Esq.
2:55- 3:40	Fireproof: Taking Your Firm From Unpredictable to Wildly Profitable – Mike Morse, Esquire	How to Attract Motorcycle Cases Even if You Don't Ride – Ken Hardison, Esq.	What's Hot and What's Not – Don Worley, Esq.
3:40 – 4:00	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>
4:00 – 4:45	From Panic to Profit – Brooke Lively	Google Local Update – Nalini Prasad / Seth Price, Esq.	How To Get Quality Cases on Facebook - Luke Russell
6:00 – 7:00	<i>MASTERMIND RECEPTION</i>		
<b>Breakout Sessions for LAW FIRM STAFF - Round Tables</b>			
	<i>Marketing</i>	<i>Management</i>	
8:45 – 10:10	Differentiating Your Firm from Your Competition - Ken Hardison, Esq.	Using KPIS To Manage Your Law Firm -Micki Love	
10:45 – 12:10	Video Production Made Simple - Patrick Anderson / Gene Ramos	Hiring Superstars – Greg Abel, Esq.	
2:00 -3:30	Are Your TV Ads Achieving Maximum Penetration? Focus Groups in an AI World - Shelli Garson	A Hiring Onboarding System That Creates High Drive Team Players with an Ownership Mentalty - Bill Biggs	

# PILMMA Super Summit Agenda

**Saturday, October 2, 2021**

8:30 – 9:15	Video Marketing YouTube Advertising	Cindy Speaker
9:15 – 10:00	Leveraging Videos to Grow Your Law Firm	Nick Vesper
10:00 – 10:15	<i>BREAK</i>	
10:15 – 10:45	How I Sign Up Over 100 Injury Cases Per Month Using Only Social	Ali Awad, Esq.
10:45 – 11:15	Double Your Referrals with “Your Ambassador Club”	Larry Disparti, Esq.
11:15 – 12:00	Community Marketing on Steroids	Carl Solomon, Esq.
12:00 – 12:15	Closing Remarks	Kenneth Hardison, Esq.