

SOFTWARE

APRIL 7 12:30-1:30 PM

Formatting Briefs & Microsoft Word Master Class - Power Tips for Lawyers & Law Firm Staff

Barron Henley, Affinity Consulting (Columbus OH)
Approved for 1 hour of Dual CLE Credit

One of the most challenging tasks one can undertake is formatting a brief in Microsoft Word with a title page, table of contents, table of authorities, multi-level paragraph numbering, and page numbering that starts over in the middle of the document and switches formats. It takes 8 hours to learn how to build such a document from scratch, but only an hour to learn how to use a pre-built, customizable template. In this seminar, you'll be able to download our template and follow along on your computer as we demonstrate how to use the built-in formatting tools. We'll also show you how to easily customize it for any font, point size, or paragraph alignment you may want. The heavy lifting is already done, and if you use this template as the starting point for your next brief, you'll save yourself many hours and much frustration.

APRIL 7 2:00-3:00 PM

Improve Your Outlook: Default Settings in Office every law firm should know

Barron Henley, Affinity Consulting (Columbus OH)
Approved for 1 hour of Dual CLE Credit

Lawyers and staff are generally drowning in email, and many feel helpless when trying to control it. This seminar will show you how to use all of Microsoft Outlook's feature set to efficiently store, organize email (and attachments) and successfully deal with high email volume. We'll also show you how to fix Outlook's default settings for email, calendar, contacts, and tasks. Finally, we'll explain many unique and useful Outlook features which most users don't even know are there.

APRIL 7 3:30-4:30 PM

Become an Excel Wizard - Practice tips for Legal Professionals

Barron Henley, Affinity Consulting (Columbus OH)
Approved for 1 hour of Dual CLE Credit

If you have Microsoft Office, then you have Excel. However, if you are like most lawyers, you're either underutilizing Excel or not using it at all. In this seminar, we'll show you exactly how you can start using it in your practice to improve your work product and make your life easier. Produce flawless fiduciary accountings, amortization schedules, real estate closing statements, disbursement schedules, medical bill summaries, and graphical representations of data (pie charts, bar graphs, etc.). You'll also learn how to use Excel as a list manager and data source for mail merge functions (quickly creating hundreds of letters or labels in Word from a list of names and addresses in Excel).

STORY TELLING

APRIL 7 12:30-1:30 PM

Virtual Presentation Skills for Attorneys

Mimi Bliss, Bliss Communications (Nashville TN)

Approved for 1 hour of General CLE Credit

As remote work and virtual courtrooms continue in 2021, the ability to communicate in a virtual environment is a critical skill for attorneys. Led by Mimi Bliss of Bliss Communications, an experienced TV reporter and executive presentation skills coach, this session focuses on core skills for effective virtual meetings and presentations. This engaging and interactive program will include speaking on camera, engaging your audience, and sharpening your message for the shorter virtual attention span.

Visit Mimi's [website](#) for one-minute videos with tips for virtual speaking.

APRIL 7 2:00-3:00 PM

Effective Storytelling

Chris Adams, Adams & Bischoff, LLC (Charleston SC)

Approved for 1 hour of General CLE Credit

The best lawyers agree: without skilled delivery, the soundest arguments fail. In this entertaining and compelling program, Chris Adams of Charleston, SC, will share the essentials of Storytelling. Learn the dos and don'ts of persuading juries and engaging witnesses by presenting complex material with the ease of a conversation.

APRIL 7 3:30-4:30 PM

Advanced Written Persuasive Advocacy - Integrating theme and theory into your written advocacy

Lucy Jewel, University of Tennessee College of Law

Approved for 1 hour of General CLE Credit

This course will cover effective written advocacy in trial and appellate courts. This class - for all attorneys, but especially for those communicating with the courts - explores how the art of storytelling can be integrated into your complaints, pleadings, and memos. The Organized from Aristotle's three-part framework of logos (rule-based reasoning), pathos (the emotional resonance of the case), and ethos (credibility of the writer), this talk will include lessons on classical rhetoric as well as modern storytelling techniques.

LITIGATION TIPS & TRICKS

APRIL 8 12:30-1:30 PM

E-Discovery - Collection & Preserving Evidence from Mobile Devices

Michael Maschke, Sensei Enterprises, Inc. (Fairfax VA)

Approved for 1 hour of Dual CLE Credit

Learn the ins-and-outs of collecting, analyzing and recovering evidence from mobile devices, and listen to real-world stories and examples from the trenches. We will discuss best practices for the preservation of information from mobile devices, including what artifacts can be recovered from devices that may be beneficial to your case. Digital forensic capabilities have grown over time, and now we are able to recover more data than ever before that may be vital to your case. Learn about some of the new types of information that forensics can uncover, along with updates on capabilities to recover communications and other important user-generated data.

APRIL 8 2:00 – 3:00 PM

How to Conduct an Effective Virtual Hearing

Ian McFarland, Merchant & Gould (Moderator)

Heather Good, Knox County DA's Office

Hon. Gregory S. McMillan, Circuit Court, Division IV

William A. Mynatt Jr., Lewis Thomason P.C

Approved for 1 hour of Dual CLE Credit

This session will explore practical tips and best practices for virtual hearings. Attend this session to hear recommendations and lessons learned, including security considerations and avoiding technical difficulties.

APRIL 8 3:30-4:30 PM

Champagne Presentations on a Beer Budget – The inexpensive tools and apps you need to give impressive and compelling presentations

Brett Burney, Burney Consultants LLC (Chagrin Falls OH)

Approved for 1 hour of Dual CLE Credit

If you need to give a sensational presentation without breaking the bank, then don't miss this session. Yes, you'll need some equipment to give a compelling and captivating presentation in a court-room or a board-room, but it's not as much as you think! Thanks to today's lightweight laptops and powerful iPads, you can easily and effectively demonstrate your points and arguments ... even through Zoom! Here's what we'll cover: how to wirelessly drive a presentation from your iPad; how to create document callouts and highlights on the fly; the equipment you need to make it all look amazing; and the best app and software options for your presentations.

TECH TOOLS

APRIL 8 12:30-1:30 PM

The Bill & Phil Show: It's 2021, So Where Is My Flying Car?

Bill Ramsey, Neal & Harwell (Nashville TN) & **Phillip Hampton**, LOGICFORCE (Nashville TN)
Approved for 1 hour of Dual CLE Credit

Bill and Phil look at the state of technology heading into the decade of the '20s. So much has been promised with the booming technological revolution. Many promises have been kept, but others have proven to be elusive. The presenters showcase the latest technology trends for law firms that have proven to be revolutionary and practical. They examine the role of the Cloud and mobility in the ongoing transformation of the legal tech space; and how the utility of the Cloud has evolved over the past decade. Also, Bill and Phil will unveil some of the latest gadgets and innovations that every legal professional will want.

APRIL 8 2:00 – 3:00 PM

Personal Data You and Your Clients Voluntarily Give Up

Michael Maschke, Sensei Enterprises, Inc. (Fairfax VA)
Approved for 1 hour of Dual CLE Credit

As the world becomes more connected with the implementation of 5G and the prevalence of the Internet of Things (IoT), prepare to be surprised at what apps on your phone, computer system, internet browser, and companies know and store about you. What information are you giving away, and how can you stop it? Plus, how can you find information about your clients, opposing counsel's clients, and yourself?

APRIL 8 3:30-4:30 PM

Designing the Law Firm of the Future

Erin Gerstenzang, EHG Law Firm (Atlanta GA)
Approved for 1 hour of Dual CLE Credit

The law firm of the next 5, 10, or 20 years looks nothing like law firms of the recent past. Today's inexpensive yet highly effective technology tools enable lawyers to build firms they love to run, where they can exceed client expectations and design their professional lives on their own terms. Lawyers can ethically and effectively meet the profession's countless challenges if they know what tools to use and where to find them. In this presentation, we highlight law firms using these tools and how they are doing it, explain how they meet ethical and professional obligations, and demonstrate how law firms can continue to evolve over the coming years to deliver more and better legal services.

GET CONNECTED

APRIL 9 12:30-1:30 PM

Care & Feeding of Social Media: Enhancing Your Online Presence Ethically

Erin Gerstenzang, EHG Law Firm (Atlanta GA)

Approved for 1 hour of Dual CLE Credit

Use social media with purpose and authenticity to build a strong referral network. In this session, we will examine fun and engaging examples of attorneys who are excelling at social media marketing alongside more problematic approaches. We will cover why you should be using social media, how you can do it effectively and ethically, and what you should be doing on social to bring in more clients.

APRIL 9 2:00-3:00 PM

Proven Tips to Improve Client Communications

Sean J. Martin, Martin Heller Potempa & Sheppard, PLLC (Nashville TN)

Approved for 1 hour of Dual CLE Credit

In this session, you will learn how to understand client needs and expectations better as we review ethics rules and best practices for establishing, maintaining, and terminating attorney-client relationships. You'll learn how to employ proven technology to communicate with your clients more effectively, including how to respond timely and securely and how to keep track of all your communications automatically.

APRIL 9 3:30-4:30 PM

By the Numbers -Turning Contacts into Clients

Nalini Prasad, Chief Strategy Officer, BluShark Digital (Washington DC)

Approved for 1 hour of Dual CLE Credit

For any law firm, it's important to focus on understanding client needs to build strong relationships. Lawyers from firms of all sizes should attend this session to learn what is technically possible with a Client Relationship Manager (CRM). Are you converting website visitors into new clients? Discover how to target marketing to your ideal client and generate revenue for your firm. Following this CLE course, attendees will understand the various technologies available to help improve how they use data to manage their law firm better and stay in compliance with their state's professional ethics rules.

ESSENTIAL SOFTWARE FOR EVERY LEGAL PROFESSIONAL

APRIL 9 12:30-1:30 PM

How to Protect Yourself and Preserve Confidentiality when Negotiating (includes Electronic Document Exchange - when to use Word, PDFs, track changes, etc.)

Barron Henley, Affinity Consulting (Columbus OH)

Approved for 1 hour of Dual CLE Credit

Opposing lawyers routinely email versions of a document back and forth during the negotiation process, and many instruments are never reduced to paper until they're ready to sign. This approach is unquestionably fast and convenient compared to mailing or faxing paper documents. However, electronic document exchange presents many issues that practitioners need to be aware of and risks to protect against. In this session, you'll learn when it's appropriate to use word processor files and when it's appropriate to use PDFs. We'll cover how to track your changes in a document and ascertain what changes were made by others (even if there are attempts to conceal those changes). You'll also learn how to add comments and annotations to Word or PDF files, how to lock documents down to prevent further changes, and how to avoid including hidden (and potentially damaging) information in the files you're working with (this hidden information is known as metadata). Finally, using plain email arguably affords you no reasonable expectation of privacy. We'll also discuss your email encryption options, which ensure that only the intended recipient can open your emails and/or attachments to them.

APRIL 9 2:00 – 3:00 PM

A Rundown on Specific Practice Management Software Tools

Natalie Kelly, Director of the State Bar of Georgia's Law Practice Management Program (Atlanta GA)

Approved for 1 hour of Dual CLE Credit

Watch as the presenter in this session shows you exactly how some of the leading practice management tools work while answering your questions about how these programs can specifically work for you. Join her as she creates and tracks a legal case file from the stage of a prospective client to a closed file. Look at plugins that would allow you to preserve all communications with the client, including phone calls and text messages, and the ethics of why that is important.

APRIL 9 3:30-4:30 PM

Tech Toolbox 2021: What's Right for Your Practice

Natalie Kelly, Director of the State Bar of Georgia's Law Practice Management Program (Atlanta GA)

Approved for 1 hour of Dual CLE Credit

There is no lack of technology available for you and your law firm. Is your current technology setup working for your law firm? And with new challenges to law practice during the pandemic, can you do remote work effectively? This session will look at the essential technologies, hardware & software to build your modern law office.