

PROGRAM AGENDA

January 2020 | Texas Meeting

THURSDAY, JANUARY 23, 2020

LOCATION: TBD

6:00pm – 7:30pm

WELCOME RECEPTION (including appetizers and refreshments)

FRIDAY, JANUARY 24, 2020

LOCATION: ALOFT HOTEL IN EULYSS

7:00am – 7:50am

BREAKFAST (included)

8:00am – 8:15am

PROGRAM INTRODUCTION | Philip Kavesh

8:15am – 12:00pm

BUSINESS INFRASTRUCTURE | Video Presentation by Philip Kavesh

- Developing the proper mindset and approach to your estate planning practice
- Class exercises to determine what barriers are holding you back
- How to create a blueprint for your practice, increase the value of your law practice and develop a sustainable exit strategy
- How to properly build your team by finding, hiring, managing and training the right associate attorneys and support staff
- How to set up financial and performance goals and ensure that your firm hits these goals
- Systems for improving productivity, reducing interruptions and increasing efficiency in the office
- Compensation packages for associate attorneys and support staff that encourage productivity and teamwork
- How your marketing plan directly impacts your business infrastructure and how to develop systems for properly managing and monitoring both for maximum results
- Evaluating your fee structure and how to properly determine the right price to set for your services
- Ways to structure and manage your calendar for maximum productivity
- Developing accountability for you (the business owner) so that you can begin to move your practice to the next level!

12:00pm – 1:30pm

LUNCH (included)

1:30pm – 4:45pm

ATTENDEE CONSULTATIONS | Philip Kavesh & Kristina Schneider

4:45pm – 5:00pm

DAY 1 WRAP-UP

7:00am – 7:50am	BREAKFAST (included)
8:00am – 8:10am	DAY 2 OPENING REMARKS Philip Kavesh
8:10am – 12:00pm	MARKETING Video Presentation by Philip Kavesh <ul style="list-style-type: none"> - Overview of common misperceptions of marketing and new ways to look at marketing your law practice - How to properly set up your marketing “budget” and make sure that you’re doing enough marketing - Why nice looking brochures and other marketing material mean <i>absolutely nothing</i> if they don’t meet the 7 Key Components to Effective Direct Response Marketing! - Marketing strategies for targeting your existing clients and how your existing clients represent a huge short and long-term revenue source that most attorneys are overlooking - Why most paid annual client maintenance plans fail! (and a better alternative!) - Why public seminar marketing is still the most effective way to bring in new business (and not difficult to get started!) - How you can develop low and potentially no-cost seminar presentations to drive new business into your practice - Tested and proven strategies that will improve your results from seminars - “New” estate planning services and niches that can be added to your practice to maximize your marketing efforts - Effective use of your firm’s website, social media and blogs as a marketing strategy - How to generate more referrals from clients - Utilizing overlooked and “outside the box” marketing techniques
12:00pm – 1:30pm	LUNCH (included)
1:30pm – 2:30pm	ATTENDEE MARKETING CONSULTATIONS Philip Kavesh & Kristina Schneider
2:30pm – 3:30pm	“HOW TO SUCCESSFULLY USE WHAT YOU’VE LEARNED” Philip Kavesh
3:30pm – 4:00pm	Q&A AND PROGRAM WRAP-UP Philip Kavesh

NOTE: DO NOT BOOK YOUR RETURN TRIP BEFORE 6PM!