

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

SATURDAY, JANUARY 25, 2020

LOCATION: ALOFT HOTEL IN EULYSS

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!