

PROGRAM AGENDA

January 27-29, 2021 | 3-Part Virtual Meeting

WEDNESDAY, JANUARY 27, 2021

GOTOWEBINAR SESSION

8:00am – 8:20am PT	PROGRAM INTRODUCTION Philip Kavesh
8:20am – 9:50am PT	BUSINESS INFRASTRUCTURE Live Video Presentation by Philip Kavesh <ul style="list-style-type: none"> – 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
9:50am – 10:00am PT	BREAK
10:00am – 11:50am PT	BUSINESS INFRASTRUCTURE Live Video Presentation by Philip Kavesh <ul style="list-style-type: none"> – 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!
11:50am – 12:30pm PT	LIVE INTERACTIVE Q&A SESSION

THURSDAY, JANUARY 28, 2021

GOTOWEBINAR SESSION

8:00am – 8:15am PT	DAY 2 OPENING REMARKS Philip Kavesh
8:15am – 9:30am PT	MARKETING Live 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!)

9:30am – 9:45am PT	BREAK
9:45am – 11:15am PT	MARKETING Video Presentation by Philip Kavesh <ul style="list-style-type: none"> - 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
11:15am – 12:00pm PT	UPDATED MARKETING STRATEGIES IN TODAY’S ENVIRONMENT Philip Kavesh
12:00pm – 12:30pm PT	LIVE INTERACTIVE Q&A SESSION Philip Kavesh

FRIDAY, JANUARY 29, 2021	ZOOM SESSION
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8:00am – 8:10am PT	DAY 3 OPENING REMARKS Philip Kavesh
8:10am – 9:00am PT	PROGRAM IMPLEMENTATION & CREATING ACTION PLAN Kristina Schneider
9:00am – 9:40am PT	INDIVIDUAL CONSULTATIONS BEFORE GROUP Philip Kavesh & Kristina Schneider
9:40am – 10:00am PT	BREAK
10:00am – 11:50am PT	INDIVIDUAL CONSULTATIONS BEFORE GROUP Philip Kavesh & Kristina Schneider
11:50am – 12:30pm PT	Q&A AND PROGRAM WRAP-UP Philip Kavesh