Legal Entrepreneur Conference

Wednesday, November 16

8:00 a.m. - 5:20 p.m. (EST)

Grassy Hill Country Club, Orange, CT

8:00 to 9:00 am: **Registration and Continental Breakfast – Vendor engagement opportunity**

9:00 to 10:00 am: **Marketing 101 for Lawyers**

Presenters:
Clifford R. Ennico, Law Offices of Clifford R. Ennico, Fairfield
Ryan McKeen, Connecticut Trial Firm LLC, Glastonbury

Successful firms are constantly tweaking their practice mix and adjusting investment dollars to maximize profits. Taking a strategic approach to practice mix can help firms avoid costly mistakes. If your practice is trying to grow, this session will give you practical advice on how to explore new channels of marketing your firm by identifying the right clients, what kind of marketing materials you should be using, the significance of networking, social media and how participating in online legal referral networks can help you.

In this session you will learn:

- Your "practice mix": what type(s) of law should you be practicing?
- The five pillars of a solo practice marketing plan
- Identifying the "right" clients for your practice
- Your firm name, business cards and marketing materials
- Networking, (virtual) public speaking and social media (esp. YouTube®)
- Participating in online legal referral networks

10:00 to 10:20 am: **Break – vendor engagement opportunity**

10:20 to 11:20 am: **Tech That Assists us to Be Better Lawyers – Types of Tech Available to Improve Our Practice**

Presenter:
Clifford R. Ennico, Law Offices of Clifford R. Ennico, Fairfield
Marc J. Natale, Office Administrator, Littler Mendelson PC

The global pandemic sparked a year of change and challenges for the legal world. Firms have had to adapt and rapidly embraced technology. The most successful law firms today use technology tools to work more efficiently and securely in an increasingly remote workplace. This session will teach you how to maximize your technology, be conscious of cybersecurity and how to handle an impending crisis.

In this session you will learn:

- Maximizing efficiency: hardware/software/cloud
- Cybersecurity: preventing and mitigating risk
- Operational issues: data management

11:20 to 11:40 am: Break – vendor engagement opportunity

11:40 to 12:40 pm: Building a business and financial plan for a solo or small law practice

Presenters:
Clifford R. Ennico, Law Offices of Clifford R. Ennico, Fairfield
Meghan Freed, Freed Marcoft LLC, Hartford

Starting or growing a small or solo firm has its advantages, you get to practice law while being the boss. This means you can choose your own clients, create your own business model, and potentially make a comfortable balanced living. However, there are some matters you should consider before you do. This session will offer practical advice on where to begin and what you should consider.

In this session you will learn:

- Your business plan (Yes, you need one)
- What type of law will you practice?
- Home office or rented space?
- Should you form a professional corporation or LLC?
- What equipment and technology do you need?
- What are the five things every solo law practice must have to be successful?

12:40 to 1:40 pm: Lunch and vendor demos

1:40 to 2:40 pm: Time Management and Wellness

Presenters:
Sara Bonaiuto, Shipman & Goodwin LLP, New Haven
Clifford R. Ennico, Law Offices of Clifford R. Ennico, Fairfield

Time management is a struggle for many people. Good time management skills increase productivity and efficiency, ultimately allowing us to accomplish tasks more effectively. Likewise, it is important for attorneys to pay attention to their body, and create a comfortable work/life balance.

In this session you will learn:

- How to be productive and create balance in your work/life
- How to prioritize your daily workload
- How to separate the “urgent” from the “important”
- How to manage client expectations without losing business

- How to tame your e-mail Inbox and cellphone
- How to develop and use “interruption protocols”
- The most common “time vampires,” and how to deal with them

2:40 to 3:00 pm: **Break – vendor engagement opportunity**

3:00 to 4:00 pm: **Insurance considerations – malpractice, cyber security, post-practice insurance – ethical considerations for solo/small firms**

Presenters:
Meghan Freed, Freed Marcoft LLC, Hartford
John Kronholm, Kronholm Insurance Services a division of Brown & Brown Of Connecticut Inc., Rocky Hill

Solo/Small firm practitioners have the sometimes overwhelming responsibility of running a firm and practicing law. There are many potholes on the road to a successful solo/small firm practice. Learn about five of the most prevalent areas of ethical concern you may encounter and how you can manage them.

Predictably, many law firms try to keep their expenses lower with minimal insurance coverage. However, inadequately insuring your firm can be more costly in the long run. From malpractice claims to cybersecurity threats, insurance for lawyers can go a long way to protecting your business and financial well-being.

In this session you will learn:

- About ethical concerns that solo/small practitioners face
- Practical tips to help improve your practice and lessen the possibility of a malpractice claim or grievance
- Applying your coverage: how to fill out the application form
- Defining your “practice areas” the right way
- Do you need “prior acts” coverage?
- How much coverage do you need?
- What do you do when someone threatens to sue you?

4:00 to 4:20 pm: **Break – vendor engagement opportunity**

4:20 to 5:20 pm: **Client Management: 25 Rules for Keeping the Clients You Want**

Presenter:
Clifford R. Ennico, Law Offices of Clifford R. Ennico, Fairfield

Reviewing your client list and case load is as critical in client management as managing your clients’ expectations. The key to avoiding problems lies in managing your clients’ expectations and your client lists. Which clients should you maintain, and which should you transition out of your practice.

In this session you will learn:

- Choosing the clients you want and need; how to spot deadbeats and undesirable clients

- Your retainer agreement as a client management tool
- Managing client expectations and dealing with dissatisfied clients, including clients who post negative online reviews
- How to bill your clients so they don't "push back"
- Dealing with the "past due" (deadbeat) client
- When and how to fire a client