

Start-Up Boot Camp



The North Carolina Bar Association is proud to present the second annual **Start-Up Boot Camp & Marketing Conference**, a two-day, non-CLE credit program dedicated to the practical details of starting and running a law practice. Whether you are just starting out or looking to inject new ideas and energy into your existing firm's marketing efforts, this is an event you won't want to miss. The program will take place on **October 14 and 15, 2010, from 9:00 a.m. to 4:30 p.m.** at the North Carolina Bar Center in Cary.

Start-Up Boot Camp & Marketing Conference is free and open only to NCBA members. Space is limited and tickets will be distributed on a first-come, first-served basis.

Day One: Start-Up includes practical information about the nuts and bolts of starting a law practice, covering everything from choosing the right corporate structure to cost-effective technology to how to avoid malpractice.

Day Two: Marketing will help you build (or re-build) your law firm marketing plan from the ground up. The day will begin with developing a marketing strategy and work through generating referrals, building a great website, utilizing public relations and understanding search engine optimization.

To register, e-mail akemple@ncbar.org

DAY ONE: Start-Up

Time	Presenter	Session
9:00-9:30	Doug & Deanna Brocker	Staying Inside the Lines: An Ethics Primer
9:30-10:00	Katherine Frye	Going Solo or Partnering Up?
10:00-10:30	Mark Scruggs	How Not to Commit Malpractice
10:30-10:45	BREAK	
10:45-11:15	Adam Tarleton	To PLLC or Not to PLLC? Choosing an Entity
11:15-11:45	Catherine Reach	Essential Technology for the New Law Practice: Hardware
11:45-12:15	Narendra Ghosh	Considerations for Your First Firm Website
12:15-1:00	LUNCH	
1:00-1:20	Melvin Wright	The Easiest Thing You Can Do Practicing Law
1:20-1:50	William Stroud	The Bottom Line: Budgeting Basics
1:50-2:20	Catherine Reach	Essential Technology for the New Law Practice: Software
2:20-2:50	Adam Pierce/ William Stroud	Covered: Understanding the ABC's of Insurance
2:50-3:00	BREAK	
3:00-3:30	Jack Newton	The Security and Ethics of Cloud Computing
3:30-4:30	PRACTICE SPECIFIC BREAK OUTS: Family — Lisa Angel; Business & Transactional — Vaddrick Parker; Estate Planning — Tim Nordgren; Litigation & Criminal — David Venable	

DAY TWO: Marketing

Time	Presenter	Session
9:00-10:00	Tom Kane	Best Practices to Get and Keep Clients
10:00-10:15	BREAK	
10:15-12:00	Tom Kane	Workshop: Developing the Action Plan
12:00-1:00	LUNCH	
1:00-1:30	James Scott Farrin	The Most Cost Effective Marketing: Client Referrals
1:30-2:00	John Peterson	Harnessing the Power of Public Relations
2:00-2:15	BREAK	
2:15-3:00	Dale Tincher	Taking Your Law Firm Website to the Next Level
3:00-4:00	Steve Matthews	Getting Found on Google: What You Need to Know About SEO

