

AGENDA

FRIDAY

SEPTEMBER 20

8:00 a.m. – 9:00 a.m.

Breakfast - Peacock Lounge

9:00 a.m. – 9:15 a.m.

Welcome and Introductions - Crystal Room

9:15 a.m. – 10:15 a.m.

Connected TV (CTV) and Over-the-Top TV (OTT): How Television Consumption Is Evolving
Presented by Geoff Halsema, Sr. Director of East Mid-Market team, Spot X; and Diane Brennan, Director of Mid-Market Sales, SpotX

OTT, CTV, MVPD, SVOD... the abbreviations go on and on. This morning session is designed to decipher and demystify the 'alphabet soup' that has redefined the on-demand and streaming TV landscape. You'll walk away with a better understanding of this exciting frontier in advertising, as well as how to make it work for your law firm.

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 12:00 p.m.

Executive Forum (Roundtable 2.0)
Presented by Network Affiliates

Unlock your growth potential during this unique roundtable/workshop format. In small, mediated group sessions, we'll troubleshoot select attorney topics and problem solve with guided discussions and collaboration.

12:15 p.m. – 1:00 p.m.

Lunch at The Nest

1:00 p.m. – 3:30 p.m.

They Called Us. They Wanted Us. Why Didn't We Get it Signed?

Presented by Gary Falkowitz, Esq., CEO Intake Conversion Experts

During this powerful presentation, Gary will share his experiences working with dozens of law firms throughout the country and handling the intake for hundreds more. Specifically, he'll outline the main challenges law firms face at the most critical level of intake, and he'll offer solutions and insight on how to correct course immediately.

3:45 p.m.

Conclusion

6:30 p.m.

Cocktails & Hosted Dinner - The Willard Room

SATURDAY

SEPTEMBER 21

8:00 a.m. – 9:00 a.m.

Breakfast - Peacock Lounge

9:00 a.m. – 10:30 a.m.

Creative Launch - Crystal Room

Presented by Network's Creative team: Jeff Feierstein, Megan Shuler, and Kara Wilkoff

Creative messaging defines, elevates, and differentiates your brand from the competition. Unfortunately, creative is a valuable investment that often gets overlooked. Our team will unveil our latest legal campaigns and demonstrate how GREAT creative is as much a part of your media strategy as informed buying and planning.

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 12:45 p.m.

Roundtable Discussions (*back by popular demand!*)

In this final session, each firm will have the floor for five to seven minutes; during that time, you can share a valuable marketing or operational insight that has fared well or failed miserably during the last 12 to 18 months. The floor is yours—don't miss this valuable opportunity to learn and share with your Network peers.

12:45 p.m.

Conclusion & Lunch - Crystal Dining Room

FALL CONVENTION 2019



**NETWORK
AFFILIATES**

New Clients, More Cases, **Better Marketing**