

PROGRAM AGENDA

DAY #1 – THURSDAY

LOCATION: THE LAW FIRM OF KAVESH, MINOR & OTIS

3:30pm – 5:00pm

(OPTIONAL) TOUR OF PHIL'S LAW OFFICE

5:00pm – 6:30pm

WELCOME RECEPTION (including appetizers and refreshments)

DAY #2 – FRIDAY

LOCATION: THE REDONDO BEACH HOTEL

7:00am – 7:50am

CONTINENTAL BREAKFAST (included for guests staying at Redondo Beach Hotel)

8:00am – 8:15am

PROGRAM INTRODUCTION | Philip Kavesh

8:15am – 9:45am

BUSINESS INFRASTRUCTURE PART 1 | 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

9:45am – 10:00am

MORNING BREAK

10:00am – 12:00pm

BUSINESS INFRASTRUCTURE PART 2 | Video Presentation by Philip Kavesh

- 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 – 1:00pm

CATERED LUNCH (included)

1:00pm – 1:30pm

BUSINESS INFRASTRUCTURE Q&A | Philip Kavesh & Kristina Schneider

1:30pm – 2:30pm

ATTENDEE CONSULTATIONS | Philip Kavesh & Kristina Schneider

2:30pm – 2:45pm

AFTERNOON BREAK

2:45pm – 4:45pm

ATTENDEE CONSULTATIONS | Philip Kavesh & Kristina Schneider

4:45pm – 5:00pm

DAY 1 WRAP-UP

DAY #3 – SATURDAY

LOCATION: THE REDONDO BEACH HOTEL

7:00am – 7:50am	CONTINENTAL BREAKFAST (included for guests staying at Redondo Beach Hotel)
8:00am – 8:10am	DAY 2 OPENING REMARKS Philip Kavesh
8:10am – 10:00am	MARKETING PART 1 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!)
10:00am – 10:15am	MORNING BREAK
10:15am – 12:00pm	MARKETING PART 2 Video Presentation by Philip Kavesh <ul style="list-style-type: none">– 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 – 1:15pm	CATERED LUNCH (included)
1:15pm – 2:00pm	MARKETING Q&A Philip Kavesh & Kristina Schneider
2:00pm – 3:00pm	IMPLEMENTATION: “How to Successfully Use What You’ve Learned” Philip Kavesh
3:00pm – 3:20pm	AFTERNOON BREAK
3:20pm – 4:00pm	FINAL Q&A, PROGRAM CONCLUSION & CLOSING REMARKS

NOTE: DO NOT BOOK YOUR RETURN TRIP BEFORE 6PM!