

# JAN 30 - SUNDAY AGENDA

9:00 AM-  
12:30 PM

## Trial Ethics

Location: **Splash 13-16** | Moderator: Cashton Sessler

- 9:00 AM **Welcome**  
Ginger Jirik
- 9:05 AM **How to Recognize and Avoid Ethical Dangers in 2022 and Beyond**  
Douglas R. Beam
- 9:45 AM **Special Ethical Considerations in Traumatic Brain Injury Cases**  
Elizabeth Zwibel
- 10:25 AM **Keeping Clients Happy in Challenging Times Without Sacrificing Your Ethical Standards**  
Chad Mance
- 11:05 AM **Criminal Justice Ethics, a West Coast Perspective**  
Cashton Sessler
- 11:35 AM **Ethics: Mistakes, Misconducts, and Pitfalls**  
Howard Nations and David Wenner

9:00 AM-  
12:00 PM

## Business of Law: PILMMA

Location: **Sparkle West** | Sponsored by: PILMMA

- 9:00 AM **How to Leverage Educational Based Marketing to Convert More Prospects into Paying Clients**
- 9:30 AM **The Secrets to Fast Implementation**
- 10:00 AM **How to Hire and Retain A+ Team Members**
- 10:30 AM **How to Increase Your Cash Flow Without Spending Money nor Borrowing Money**
- 11:00 AM **Nifty Software and Apps to Help You Scale Your Law Firm**
- 11:30 AM **What Makes Prospects Pick One Injury Lawyer Over Another— An In-depth Poll and Survey Reveals the Truth!**

1:00 PM-  
5:30 PM

## Courtroom Playbook: Trucking & Auto

Location: **Sparkle** | Moderator: John Givens

- 1:00 PM **Looking for Complex Regional Pain Syndrome from Vehicular Trauma**  
Bryan Pope
- 1:30 PM **Flowers for Algernon and Other Creative Themes in TBI Crash Cases and Whether Your TBI Client Should be in the Courtroom**  
Douglas R. Beam
- 2:00 PM **Heavy Truck Crashworthiness**  
LaBarron Boone
- 2:30 PM **Handling the Adverse Weather Trucking Case**  
Sara Williams
- 3:00 PM **BREAK**
- 3:15 PM **Getting the Good Stuff from 30(b)(6) Witnesses**  
Shean Williams
- 4:00 PM **Taking the Video Deposition of the Defendant Truck Driver**  
Dino Columbo
- 4:30 PM **Lessons Learned – The King of Trucking on Post-Covid Trial and Litigation Strategy**  
Brent Goudarzi and John Givens

1:00 PM-  
5:00 PM

## Criminal Defense: Interactive Session

Location: **Splash 13-16** | Moderator: Mark O'Mara  
Sponsored by: Geragos & Geragos, O'Mara Law Group

- 1:00 P.M. **The Art of Early Intervention with Clients, Their Family, Media & the Prosecution: How to Handle the Stress & Train the Participants**  
Mark O'Mara
- 1:45 P.M. **A Prosecutor's Perspective – Effective Advocacy in Plea Negotiations**  
Danielle Sherriff
- 2:15 P.M. **Critical Considerations for Cross-Examination**  
Eric Romano
- 3:00 P.M. **BREAK**
- 3:15 P.M. **You Can't Touch This: Riley v. California and the Requirements Police Must Follow to Search Electronic Devices**  
Joshua Ritter
- 4:00 P.M. **Panel Discussion and Q&A with Expert Legal Minds**  
Mark O'Mara, Eric Romano, Mark Geragos, Danielle Sherriff, Joshua Ritter

1:00 PM-  
5:00 PM

## Business of Law: Digital Marketing Class

Location: **Splash 9-12** | Moderator: Seth Price

- 1:00 PM **Kick-Off**  
Seth Price
- 1:15 PM **Google Local Top Search Tips for 2022 by Andy Simpson, Google Local Search Expert**  
Andy Simpson
- 1:45 PM **Strong Content Creation Strategy**  
Alex Valencia
- 2:10 PM **Digital PR and Link-Building in 2022**  
Nalini Prasad
- 2:35 PM **Everything Paid – Ads and Social, What You Need to Know**  
Shalva Alexander
- 3:15 PM **Converting Leads into Clients**  
Seth Price (Mod.), Gary Falkowitz, Ken Hardison
- 3:45 PM **Organic Social**  
Jay Ruane
- 4:10 PM **Everything Local – LSAs, Reviews, and Local Update**  
Seth Price
- 4:35 PM **What It Takes to Rank In the Digital Era**  
Seth Price (Mod.), Jason Hennessey, Nalini Prasad, and Maria Monroy

## Networking Events

- 3:00 PM-  
3:15 PM **Sunday Afternoon Novelty Snack Break**  
Sponsored by: Mass Torts Nexus  
Location: **Exhibit Hall**
- 5:30 PM-  
6:30 PM **First Time Attendees Networking Hour**  
Sponsored by: ONPoint Legal Nurse Consulting  
Location: **Splash 1-2**
- 5:00 PM-  
6:30PM **Criminal Defense Cocktail Hour**  
Sponsored by: Litify  
Location: **Splash 3-4**
- 6:30 PM-  
8:30PM **Summit Kickoff Party**  
Sponsored by: Broughton Partners  
Location: **Tropez Lawn**

# JAN 31 - MONDAY AGENDA

**6:30 AM Pilates With Jenn**  
Open to all attendees and guests. Yoga mats provided.  
**Location: Splash 1-2** | Instructor Jennifer O'Mara

**7:30 AM-9:30 AM Grab-N-Go Breakfast**  
Coffee will be available starting at 7:00 AM.  
**Location: Exhibit Hall** | Sponsored by: Lawmatics

**8:00 AM-11:50 AM Business of Law: Marketing Power**  
**Location: Sparkle** | Moderators: Harlan Schillinger and Randy Nordstrom

**8:00 AM Powerful Messages to the Press and the Public: Making Your Voice Heard**  
Ben Crump and Mark Geragos

**8:40 AM Innovations in Marketing and PR that Supercharge Your Client Acquisition**  
Mike Papantonio and Steve Nober

**9:00 AM Strategic Branding: Craft Your Identity to Generate the Cases You Want**  
Andrew Finkelstein

**9:40 AM BREAK**

**9:50 AM Marketing Plans. One Size, Fits One Size**  
Adam Warren

**10:10 AM Google Local Tips and Converting more Online Leads**  
Stephanie Chew, Andy Simpson

**10:30 AM Our Strategy... How We Spend, What We Get, and Why We Do It**  
Michael Rosenzweig, Don Worley, and Dan Newlin

**11:10 AM The Folks That Get the Cases: A Dialog with America's Most Prolific Client Generation Companies**  
Tighe Wilhelmy, Steve Nober, Adam Warren, and Damon Barr

**8:00 AM-11:50 AM Courtroom Playbook: Elevating Your Practice From Where You Are To Where You Want To Be**  
**Location: Splash 9-12** | Moderator: Channa Lloyd

**8:00 AM Trial Structure for Your Next Case**  
Ilya Lerma

**8:45 AM Settlement Demands with Distinction – Creating & Developing Demands with a Stamp of Distinction that Grabs Attention & Gets Results**  
Diana Santa Maria

**9:15 AM How to Handle a Med-Mal Case for Maximum Recovery – Tools to Use in Discovery to Tell the Story**  
Elizabeth Zwibel

**9:45 AM BREAK**

**9:50 AM Use Title IX to Stop Sex Discrimination in Sports and Make Schools Pay**  
Arthur Bryant

**10:20 AM Courtroom Technology for the DIY Firm**  
Channa Lloyd

**10:50 AM Economically Litigating Smaller Cases – While Maximizing the Value!**  
Tracey Brown

**11:20 AM You Win Some, You Decline Some: Knowing When to Say No**  
Hunter Shkolnik

**2:00 PM-5:00 PM Business of Law: Fireproof**  
**Location: Sparkle** | Moderator: Harlan Schillinger

**2:00 PM Fireproof Your Firm! How and Why**  
Mike Morse

**2:45 PM Financial Structure for Firm Growth**  
Joe DiNardo

**3:00 PM BREAK**

**3:20 PM Grow What You Do Best –Your Firm's Profit Depends On It**  
Richard Harris, Michael Burg, and Richard Newsome

**3:50 PM The 7 Levers of Cash Flow**  
Ken Hardison

**4:10 PM Law Firm Growth in 2022: Market Trends and Capitalization Strategies**  
Ari Kornhaber

**4:30 PM How We Get to the Bottom Line for Profit**  
John Nachazel

**2:00 PM-5:00 PM Criminal Defense: Interactive Workshop**  
**Location: Splash 13-16** | Moderator: Eric Romano  
Sponsored by: Geragos & Geragos, O'Mara Law Group

**2:00 PM Welcome Back + How This Workshop Works**  
Eric Romano

**2:15 PM Pre-Trial Workshop**  
Mark O'Mara, Eric Romano

**3:00 PM BREAK**

**3:15 PM Trial Workshop**  
Mark Geragos, Joshua Ritter

**4:00 PM Closings and Post-Trial Workshop**  
Eric Romano, Mark O'Mara

**4:45 PM Final Questions for the Coaches**  
Mark O'Mara, Eric Romano, Mark Geragos, Joshua Ritter

**2:00 PM-5:00 PM Women's Leadership Forum & Cocktails**  
**Location: Splash 9-12** | Moderator: Betsy Miller, Hali Marsocci, and Lisa Banks | Sponsored by: CARDINAL Life Care Consulting

**2:00 PM Welcome and Roadmap**  
Betsy Miller and Hali Marsocci

**2:10 PM Convening Your People for Purpose and Impact (Workshop)**  
Betsy Miller and Lisa Banks

**3:00 PM BREAK**

**3:30 PM Elevating Your Own Leadership with Intention and Support (Roundtable)**  
Hali Marsocci, Betsy Miller, Lisa Banks, Kim Dougherty, and Kalpana Kotagal

**4:25 PM Closing Remarks**  
Betsy Miller and Hali Marsocci

**4:30 PM Cocktails and Connecting**

## Networking Events

**9:45 AM-10:00 AM Monday Morning Coffee Break**  
Sponsored by: Martindale-Avvo  
**Location: Exhibit Hall**

**12:00 PM-1:45 PM Trial Lawyer Hall of Fame Awards Luncheon Ft. Keynote Speaker Dan Marino**  
Sponsored by: PILMMA  
**Location: Fontaine**

**1:45 PM Midday Margaritas & Sorbet Break**  
Margaritas Sponsored by: Steno  
Snack Break Sponsored by: Litify  
**Location: Exhibit Hall**

**5:00 PM-6:00 PM Monday Mix & Mingle**  
Sponsored by: Prevail  
**Location: Exhibit Hall**

**6:00 PM-6:30PM Meet & Greet With Attorney General Aaron Ford**  
**Location: Luster Gallerie**

**6:00 PM-8:00PM Golden Gavel Awards**  
This is a ticketed event - not open to general attendance.  
Sponsored by: X Social Media  
**Location: Fontaine**

# FEB 1 - TUESDAY AGENDA

- 6:30 AM Pilates With Jenn**  
Open to all attendees and guests. Yoga mats provided.  
**Location: Splash 1-2** | Instructor Jennifer O'Mara
- 7:30 AM-9:30 AM Grab-N-Go Breakfast**  
Coffee will be available starting at 7:00 AM.  
**Location: Exhibit Hall** | Sponsored by: Morgan & Morgan

## Networking Events

- 9:45 AM-10:00 AM Tuesday Morning Bloody Mary & Mimosa Bar Break**  
Sponsored by: National Record Retrieval  
**Location: Exhibit Hall**
- 12:15 PM-1:15 PM Networking Lunch**  
Sponsored by: Consumer Attorney Marketing Group  
**Location: Exhibit Hall**
- 12:30 PM-1:00 PM Live Q&A With John McEnroe**  
Sponsored by: Persist Group, The Lake Law Firm  
**Location: Sparkle West**  
Moderator: Ed Lake

**8:00 AM-12:15 AM**

## Courtroom Playbook: Run, Block, Pass & Tackle In The Courtroom!

**Location: Sparkle** | Moderator: John Romano, Lisa Blue  
Sponsored by: Consumer Attorney Marketing Group

- 8:00 AM Building Block Strategy in Discovery Plans - Mapping out your Discovery Plan with a Winning Strategy**  
John Romano
- 8:30 AM Social Media Minefields & The Rules of Evidence**  
Mark Geragos
- 9:00 AM Rethinking Your Deposition Game - Remote & Video Depositions**  
Michael Maggiano
- 9:45 AM BREAK**
- 10:00 AM Jury Selection and The Anatomy of Jury and Implicit Bias – Seeing It, Feeling It, Understanding It, and Overcoming It!**  
Mark O'Mara and Michelle Tuegel
- 11:00 AM Psychology of Jury Thinking: Attention-Span Statistics & Surveys—What You Need to Know!**  
Mark Lanier
- 11:50 AM Remarkable Storytelling: Roll the Tape**  
Rob Feigenbaum

**1:15 PM-5:30 PM**

## Courtroom Playbook: Run, Block, Pass & Tackle In The Courtroom!

**Location: Sparkle** | Moderator: John Romano, Lisa Blue  
Sponsored by: Consumer Attorney Marketing Group

- 1:15 P.M. Overcoming the Biggest Obstacles to Big Just Verdicts and Settlements**  
Keith Mitnik
- 3:15 P.M. BREAK**
- 3:30 P.M. The Psychology of Persuasion**  
Lisa Blue
- 4:00 P.M. Winning Closings: From Soup to Nuts**  
Mike Papantonio, Rich Newsome, and Troy Rafferty

## Networking Events

- 3:15 PM-3:30 PM Dessert Dash! Sweet Treats Break**  
Sponsored by: LaFleur Marketing  
**Location: Exhibit Hall**
- 5:30 PM-6:30 PM Young Lawyers Networking Hour**  
Sponsored by: Strategic Relationships  
**Location: Splash 1-2**
- 5:30 PM-6:30 PM The National Black Lawyers Cocktail Hour**  
Sponsored by: MASSIVE: Medical and Subrogation Specialists  
**Location: Splash 3-4**
- 7:00 PM-9:00PM NTL President's Reception: Surfin' the Night Away – A Beach Boys Tribute**  
Sponsored by: Velawcity  
**Location: Ocean Lawn**

**1:15 PM-5:10 PM**

## Business of Law: The New And The Bold

**Location: Fontaine** | Moderator: Harlan Schillinger

- 1:15 P.M. Partnering with Nonlawyers: Relax – It's Just an Option**  
Lynda Shely
- 2:00 P.M. The History (and Future) of Law Firm Capitalization**  
Ari Kornhaber, Joe DiNardo, Jim Brady, and Dean Chase
- 2:40 P.M. Future Stuff: Dashboards, Claimant Portals, Remote Technology, and AI**  
Lou Andreozzi, Ari Treuhaft, John Roney, and Rob Feigenbaum
- 3:15 P.M. BREAK**
- 3:30 P.M. Technology v. People – Leveraging Your Resources to Improve Intake and Conversion**  
Ken Hardison, Cameron Killmer, Randy Nordstrom, and Ed Lake
- 4:10 P.M. An Education in Experience: Lawyers Forging the ABS Path**  
Andrew Finkelstein, Keith Givens, Rick Meadow, and Jason Velez
- 4:40 P.M. What Does It All Mean? Making Sense of Capital, Technology, and the ABS Future**  
Tighe Wilhelmy

# FEB 2 - WEDNESDAY AGENDA

**6:30 AM** **Pilates With Jenn**  
Open to all attendees and guests. Yoga mats provided.  
**Location: Splash 1-2** | Instructor Jennifer O'Mara

**7:30 AM-9:30 AM** **Grab-N-Go Breakfast**  
Coffee will be available starting at 7:00 AM.  
**Location: Exhibit Hall** | Sponsored by: Hospital Experts

**8:00 AM-11:00 AM** **Expand Your Practice: Class & Mass**

**Location: Fontaine** | Sponsored by: Top Class Actions

**8:00 AM** **Is My Single Event Case a Mass Tort: Tips, Strategies and Considerations**  
Jose Rojas

**8:30 AM** **Expand Your Practice with Mass Torts**  
Mike Papantonio, LaRuby May, Troy Bouk, Andy Childers, Sara Papantonio, and Jan Duranni  
1. Top 3 Hottest Cases Today - What You Need to Know About Paraquat, NEC Baby Formula and CPAP Machines Litigation  
2. What Does it Take to Co-Counsel with an Established Mass Tort Firm  
3. Increase Your Firm's Revenues with Mass Tort Referrals

**9:30 AM** **Class Actions: Damages, Standing & Class Certification**  
Paul Bland and Virginia Buchanan

**10:30 AM** **Taking Class Actions International**  
Scott Hardy, Camille S. Bass, Drew Hathaway and Greg Coleman

**8:00 AM-10:30 AM**

## **NTL For Women's Rights Meeting**

**Location: Splash 13-16** | Moderators: Kim Dougherty and Michelle Tuegel

**8:00 AM** **Panel Discussion: Fighting Discrimination Inside and Outside the Legal Profession**  
Kim Dougherty, Michelle Tuegel, and Sara Williams

**9:00 AM** **Trauma-Informed Representation of Sexual Abuse and Assault Survivors**  
Kim Dougherty and Michelle Tuegel

**10:00 AM** **Caring for Yourself in the Process (Ethics)**  
Kim Dougherty and Michelle Tuegel