

# 2nd Annual Client Conference 2009

## Maximising Lead Generation through Emarketing

May 2009 will see our 2nd Annual Client Conference take place. This event is exclusive to our clients and is the follow up to last year's first conference which we held in response to demand from our clients. It is an opportunity to learn from our team and a range of outside experts. It will also give you the chance to network with other Conscious clients. The event runs over 1 day or 1½ days with an overnight stay, drinks, dinner and networking. You will gain up to 8 hours\* CPD with both the SRA and the CIM.



### Dates:

Thursday 14th & Friday 15th May 2009

### Venue:

The Conference will be held at the Coombe Abbey Hotel, just 10 mins drive from Junction 2 of the M6 east of Coventry. The hotel has excellent conference and residents' facilities.

[www.coombeabbey.com](http://www.coombeabbey.com)

### Topics covered include:

- Online document assembly - fee earning while you sleep (Epoq)
- Understanding Google Analytics reports
- Client/prospect contact via email Newsletters
- Utilising CRM software to maximise income
- Enquiry referral sites (ContactLaw)
- Search Engine Optimisation (SEO) on a shoestring
- Maximising marketing spend in a tight market
- Google PPC opportunities

### Costs:

1 day = £109 (inc. lunch);

1 ½ days = £229 (inc. lunch, dinner & B&B)

\*5 hours CPD (1 day); 8 hours CPD (1½ days) - both Law Society and CIM

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In association with:



**Work Day 1**

Time	Subject
09:45	<b>Welcome and Opening Comment</b> - David Gilroy
10:00	<b>Fee Earning while you Sleep</b> - Richard Cohen, Joint CEO, Epoq Learn how online document assembly will impact how legal services are provisioned in the future. 
10:45	<b>Managing a Law Firm in 2009</b> - Viv Williams, Managing Director, 360 Legal Group The top ten tips to managing a law firm effectively in 2009. 
11:30	Break
11:45	<b>Utilising CRM Software to Maximise Income</b> - David Gilroy Practical demonstration of SugarCRM, a low-cost/no-cost client relationship management software program.
12:30	<b>The Front Door of your Business has Moved</b> - Malcolm Counihan, Co-founder, FooCo Ltd The increasing importance of video on your website. Process and benefits explained by the experts. 
13:00	Lunch
	<b>Smaller Firm Stream:</b>
14:00	<b>CMS Workshop</b> Andrew Gray
14:45	<b>Google Analytics</b> Steffan Cole, Account Manager
15:30	Break
15:45	<b>Maximising market spend in a tight market</b> Bridget Cooper, Marketing Consultant
16:30	<b>Email newsletters to generate more business</b> Peter Bowen, Account Manager
	<b>Larger Firm Stream:</b>
	<b>Email newsletters to generate more business</b> David Gilroy
	<b>Enquiry referral sites</b> Dan Watkins, Director, ContactLaw.co.uk
	<b>Google Analytics Reports in depth</b> Steffan Cole, Account Manager
	<b>Discussion - Websites &amp; Marketing in mid 2009. What's working, what's not?</b> David Gilroy, Bridget Cooper
17:15	Close
18:00	<b>Drinks on the Terrace</b>
19:30	<b>Dinner</b>

**Work Day 2**

Time	Subject
09:30	<b>Maximising the Impact of Legal Content on Your Website</b> - Joe Reeve, Editorial Manager How to get the best out of the legal libraries that are provided onto your website. Discussion about new content ideas, podcasting etc.
10:00	<b>PPC + SEO Workshop</b> - Peter Bowen, Steffan Cole, Andrew Gray Everything you've ever wanted to know about search engine optimisation, link building, Pay Per Click.
10:30	<b>Product Development Brainstorm/Roadmap</b> - Andrew Gray, David Gilroy Wide-ranging discussion and brainstorming session on what your website might do for you over the next two years.
11:15	Break
11:30	<b>Wrap up</b> - Andrew Gray, Sarah Trude
12:00	Close

**What some of last year's delegates had to say ...**

*" Quick note to say thanks for this yesterday, thought it was very interesting and enjoyable and good to meet lots of new people too."*

**Anna Smith**  
Marketing Manager, Nelsons LLP

*" Thank you for a fabulous conference yesterday it was most infomative and enjoyable. The location was also superb even though impossible to get a mobile signal !! "*

**Martyn Caplan**  
Partner, FDL Law

*" Thanks also for a very interesting and useful conference. I learned lots and I hope that my partners will agree to asking Conscious to assist ....."*

**Adrian Bennett**  
Partner, Peter Peter & Wright

**Booking:** A 50% deposit secures your place. Remainder invoiced one month before the event.

**Cancellation:** All cancellations or substitutions must be made either in writing or by email to: sales@conscious.co.uk. If you contact us 2 months before the seminar you will receive a full refund subject to a 20% administration charge. For cancellations 1 month before the seminar you will receive a 50% refund. For cancellations received less than one month before the seminar or for no-shows, no refund will be made. Substitute delegates may be made at any time without charge.