

3rd Annual Client Conference 2010

Getting ready for 2011/2012

The impact of the Legal Services Bill on online marketing

In May 2010 we will hold our 3rd Annual Client Conference. This event is exclusive to our clients and follows on from the first two conferences, the first of which was created in response to demand from clients. During the conference you will have the chance to learn from our team and a range of outside experts and, crucially, a chance to network with other Conscious clients.

The event runs over 1 day or, 1½ days with an overnight stay, dinner and networking. You will gain up to 8 hours* CPD with both the SRA and the CIM.

Featured session:

One of the hotly debated topics in 2009 was the impending use of online, self-assembly documents as a pre-cursor to success post-Legal Services Bill. We have a great panel lined up to debate this issue and perhaps challenge some of the perceived wisdom on this subject.



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Dates:

Thursday 13th & Friday 14th May 2010

Venue:

The Conference will be held at Coombe Abbey Hotel, just 10 mins drive from Junction 2 of the M6 east of Coventry. The hotel has excellent conference and residents' facilities.
<http://www.coombeabbey.com>

Topics covered include:

- **ABSs, Legal Services Bill** – are you ready?
- **Telemarketing** – what's working?
- **Online document assembly** - discussion panel
- **Website leads** – trackability, some tools to help
- **Social media** – missed the boat? Some war/success stories.
- **Google Analytics** – getting the most out of your reports
- **Open forum**
- **Client/prospect contact via email Newsletters**
- **SEO** – what's working?
- **Product roadmap** – a chance to shape our plans for 2010/11

Costs:

1½ days = £229 (inc. lunch, dinner & B&B); 1 day = £109 (inc. lunch);

Price held for 2nd year!

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

Work Day 1: Thursday 13th May

| Time | Subject |
|-------|--|
| 09:45 | Welcome and Opening Comment - David Gilroy |
| 10:00 | Tesco/Co-op Law, LDPs, ABSs, GTI, TLA, Threats or Opportunities - Allan Carton, Managing Director, InPractice Ltd A solicitor by background, Allan has a refreshing view on the opportunities presented by the impending changes in the legal market. |
| 10:45 | Is the old fashioned telephone still a good marketing tool? - Peter Rosenwald, Director, Chartered Developments How good are your people on the phone? Not as good as professional telemarketers I bet? Peter has some great stories to tell about the successes that can be achieved with outsourced telemarketing. |
| 11:30 | Break |
| 11:45 | Panel Discussion - Online Docs & Outsourcing – What's the way forward <i>Tim Hastings (CEO, Nelsons), Martin Powell (Managing Partner, Withy King), Allan Carton, Andrew Gray, Kesh Sharma (Director, Magellan CS)</i> Has the boat sailed? A good idea with no market? Scare tactics by technology providers? A market to be left for the 'Co-op Law' providers? Does outsourcing help? <i>Featured session</i> |
| 12.30 | Tracking Website ROI using Dynamic Phone Numbers - Harry Bott, Sales & Marketing Director, MediaHawk You can track every click to your website with Google Analytics, but how many phone calls did your website generate? Is your SEO working to generate phone calls? MediaHawk's dynamic numbers are key to proving website ROI. |
| 13:00 | Lunch |
| | Smaller Firm Stream: |
| 14:00 | Email Newsletters <i>Andrew Gray, Client Services Director</i> 'How to's, the benefits and a case study of one client's success. |
| | Larger Firm Stream: |
| | Social Media - Still valid? <i>Sarah Trude & David Gilroy</i> Still valid or have you missed the boat? We'll explore what the opportunities still are (or are not). |
| 14:45 | Social Media <i>Steffan Cole, Account Manager</i> Still valid or have you missed the boat? We'll explore what the opportunities still are (or are not). |
| | SEO - What's working, What's not <i>David Gilroy & Sarah Joyce</i> A detailed look at some projects we've worked on over the last six months. |
| 15:30 | Break |
| 15:45 | Tracking Leads from Your Website <i>Sarah Joyce, Account Manager</i> Some simple practical tips to maximise your ROI from website leads. |
| | Google Analytics Reports in depth <i>Steffan Cole, Account Manager</i> The nitty gritty of Google Analytics, i.e. Intelligence Alerts & Custom Reports, tracking clicks on videos etc. |
| 16:15 | SEO - Practical Tips <i>Peter Bowen, Account Manager</i> Covering the 3 simple keys that you can do to help your SEO strategy. |
| | Open Forum <i>David Gilroy & Sarah Joyce</i> Chatham House Rule applies. Bring your questions & problems and let's see how everyone can help. Red & yellow cards will be supplied!! |
| 16:45 | Google Analytics Reports <i>Steffan Cole, Account Manager</i> How to get the best out of your Google Analytics reports. |
| 17:15 | Plenary Session & Close |
| 18:30 | Drinks on the Terrace |
| 19:30 | Dinner |

Work Day 2: Friday 14th May

| Time | Subject |
|-------|---|
| 09:30 | Product Development Brainstorm/Roadmap including "The Best of the Best" - Andrew Gray & David Gilroy Wide-ranging discussion and brainstorming session on what your website might do for you over the next two years : <ul style="list-style-type: none"> product demos of Legal Pack for SugarCRM, Podcasts, Deal Database, Online Legal Docs. what's "out there" that you could be doing? a tour of various features & functions from all manner of websites. Some law firms, most not. where you would like us to focus our development effort. Your vote counts, tell us what you want! Will include a morning break at a suitable point |
| 12:00 | Wrap Up - Andrew Gray & Sarah Trude |
| 12:30 | Close |

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

"A fantastic conference - worth every minute. Great location, highly relevant content & great delivery & enthusiasm from the Conscious team."

Laura Winter
Marketing Manager, Mayo Wynne Baxter

"Very interesting. I've come away with lots of short term and long term ideas for developing our website and marketing generally"

Andrew Crisp
Partner, Mason Bullock

"I have thoroughly enjoyed the conference again this year. I have found it interesting and useful and would certainly come again."

John Dickerson
Practice Manager
Anderson Longmore Higham

"Very enjoyable couple of days. Very interesting & informative seminars. Also VERY useful to talk to other people in similar roles. Thank you."

Elen Rowlands
Marketing Manager, Walker Smith Way

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: support@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 25% 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.

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