

OCTOBER 23
GLOBAL SIMULCAST

LEAD



LAW

↙ ABALEADLAW.COM

SIMULCAST SITE GUIDE

AN EVENT BY
**ABALAW
PRACTICE
DIVISION**
The Business of Practicing Law

The ABA Law Practice Division in conjunction with the National Conference of Bar Presidents is offering a new and unique experience for lawyers.

The event ABA Lead Law is built on a belief that leadership is the foundation in every role a lawyer serves in professional life. Developing the capacity to lead your firm, as well as developing the leaders around you, involves a combination of skill, insight, discipline and courage. However, the proficiency to inspire yourself and others to a sense of purpose, vision and direction, is paramount to succeed in today's climate.

On Friday, October 23rd, from 9:30am to 5:00pm in Greenville, South Carolina, we are gathering an on-location audience of 450 legal professionals, at the Peace Center for Performing Arts, for a leader development experience designed specifically to equip lawyers with new perspectives and practical tools in the area of lawyer leadership. We are then offering the entire day as a collaborative opportunity by broadcasting the complete training experience, LIVE via Simulcast, to licensed participating sites who will represent an audience of 100,000+, across the world.

The conference experience will be produced and captured in High Definition, with a 4 camera shoot, and simulcast, by protected Internet stream to state & local bar associations, law firms, law schools and other public hosts. These sites will project the HD broadcast onto jumbo screens in rich 1080p clarity at their location for local participants to attend, or feed it through flat screen TVs in their conference rooms, to train their staff and team.

Though CLE credit is planned for ABA Lead Law, it is certainly not your typical CLE. This high energy exciting day will be focused on developing core lawyer leader skills, believing that these principles will take root and a lawyer leader worth following will result.

ABOUT LEAD LAW



EVENT THEME

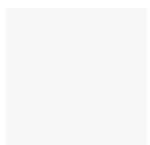
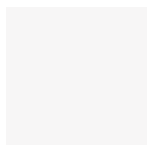
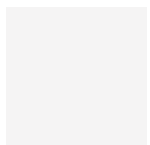
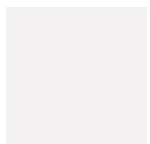
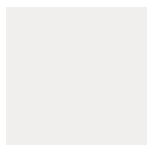
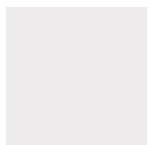
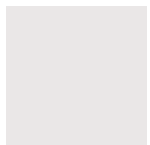
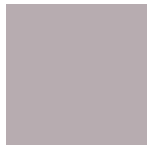
ABA Lead Law is divided into four segments: 1) leading oneself; 2) leading clients; 3) leading lawyers in your firm or organization; and 4) leading within our communities, including participation in bar association leadership.

The full day of leadership development will be packed with amazing, high level information, and feature 16 presenters covering topics such as: what it means to lead lawyers in times of uncertainty, effective leadership of a practice group or client project, applied leadership to law firms, and what it means for a lawyer to be a servant to society... and more.

In one incredible day, you will learn techniques for developing the collective leadership skills of your team and gain understanding into how to innovatively collaborate, create and execute so that you will exceed your firm's standards for performance, productivity and sustainability.

So whether you're the leader of a large or medium size firm, or you run a smaller, two-lawyer operation, you will learn strategies from the best, and take your career to the next level.

LEAD



EVENT SESSIONS

LAW

LEAD YOUR CLIENTS

TOPIC Influencing Clients and Enhancing Their Experience by Maximizing Value



PATRICK J. LAMB
VALOREM LAW GROUP;
PRACTICING LAWYER,
CONSULTANT, SPEAKER,
BLOGGER OF "IN SEARCH OF
PERFECT CLIENT SERVICE"

TOPIC Effective Leadership in Practice: Attorney-client collaboration



STUART L. LEVINE
FOUNDER AND PRINCIPAL,
RESOLUTIONWORKS;
LP DIVISION MEMBER;
HIGHER EDUCATION
LECTURER;
AUTHOR, "GETTING TO
RESOLUTION", "THE BOOK OF
AGREEMENT", AND
"COLLABORATION 2.0"

A circular portrait of John E. Mitchell, a man with short dark hair, wearing a suit and tie.

LEAD MODERATOR
JOHN E. MITCHELL
CHAIR-ELECT, ABA LP
DIVISION;
PRINCIPAL, KM
ADVISORS, CHICAGO, IL

SESSION

1

LEAD YOURSELF

TOPIC The Mind of the Lawyer Leader: What is 'leadership' and why is it important for lawyers to be skilled in it (managing relationships, influencing subordinates, colleagues and leaders in the firm, and clients and others outside the firm); Why Leadership is Difficult for Lawyers



DR. LARRY RICHARD
FOUNDER AND
PRINCIPAL,
LAWYERBRAIN, LLC

TOPIC Basics of Application of Leadership to Law Firms: Understanding attitudes, behaviors and techniques used by effective leaders in law firms and other professional organizations



MARK BEESE
PRESIDENT,
LEADERSHIP FOR
LAWYERS;
CHAIR, LAWYER
LEADERSHIP INTEREST
GROUP;
ABA LP DIVISION;
PROFESSOR,
UNIVERSITY OF DENVER
- COLLEGE OF LAW

SESSION

2

LEAD YOUR FIRM

TOPIC The Heart of a Law Firm Leader



LINDA A. KLEIN
MANAGING PARTNER, BAKER DONELSON
(ATLANTA OFFICE);
PAST PRESIDENT, GEORGIA BAR ASSOCIATION;
PAST CHAIR, ABA HOUSE OF DELEGATES;
PRESIDENT ELECT NOMINEE OF AMERICAN BAR
ASSOCIATION

TOPIC Leading Lawyers in Times of Uncertainty



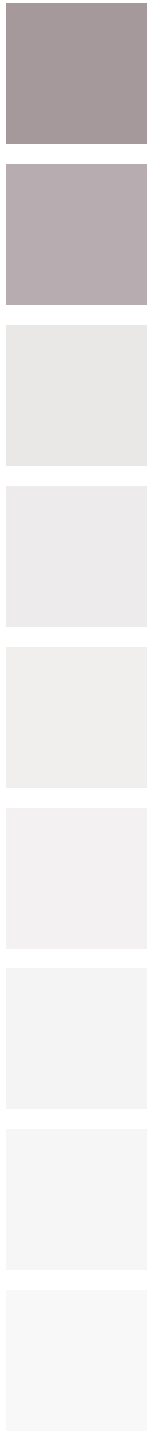
TOM GRELLA
PAST MANAGING PARTNER, MCGUIRE WOOD &
BISSETTE;
PAST CHAIR, ABA LP DIVISION;
MEMBER, ABA HOUSE OF DELEGATES;
AUTHOR, "LESSONS IN LEADERSHIP: ESSENTIAL
SKILLS FOR LAWYERS"

SESSION
3

TOPIC Effective Leadership of a Practice Group or Client Project



PAMELA WOLDOW
PARTNER AND GENERAL COUNSEL, EDGE
INTERNATIONAL;
CO-AUTHOR, "LEGAL PROJECT MANAGEMENT IN
ONE HOUR FOR LAWYERS";
AUTHOR OF BLOG, "AT THE INTERSECTION"



LAW

LEAD WITHIN YOUR COMMUNITY

TOPIC Leadership Through Involvement in the Organized Bar



MODERATOR

CHRISTINA M. LIU

SENIOR ASSOCIATE, WINGET, SPADAFORA & SCHWARTZBERG;
ABA YLD TREASURER; FORMER MEMBER OF ABA COUNCIL FOR RACIAL & ETHNIC DIVERSITY IN THE EDUCATIONAL PIPELINE; CO-CHAIR ABA SECTION OF LITIGATION YOUNG LAWYER LEADERSHIP PROGRAM

PANEL OF SPEAKERS



WILLIAM C. HUBBARD

PRESIDENT, AMERICAN BAR ASSOCIATION;
PARTNER, NELSON MULLINS RILEY & SCARBOROUGH, COLUMBIA, SC



ANNE ELLEFSON

PRESIDENT, SOUTH CAROLINA BAR;
DEPUTY GENERAL COUNSEL FOR ACADEMICS AND COMMUNITY AFFAIRS, GREENVILLE HEALTH SYSTEM, GREENVILLE, SC



LANNEAU W. LAMBERT, JR.

PRESIDENT, NATIONAL CONFERENCE OF BAR PRESIDENTS;
SHAREHOLDER, TURNER PADGET, COLUMBIA, SC



JACK RIVES

EXECUTIVE DIRECTOR, AMERICAN BAR ASSOCIATION

FINAL KEYNOTE

TOPIC Leading through a Future of Change



TOM DASCHLE

FORMER U.S. SENATOR AND SENATE MAJORITY LEADER;
MEMBER, GLOBAL LEADERSHIP FOUNDATION;
FOUNDER, THE DASCHLE GROUP;
PUBLIC POLICY ADVISOR, BAKER DONELSON LAW FIRM

4
SESSION

TOPIC The Lawyers as a Servant to Society



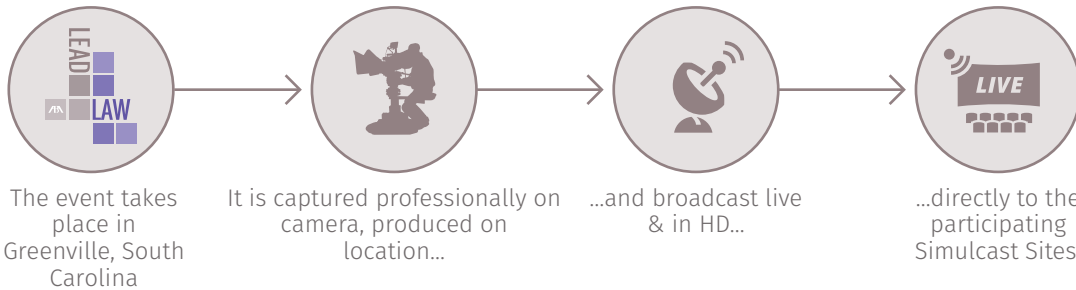
ARTIKA TYNER

ASSISTANT PROFESSOR (PUBLIC POLICY/LEADERSHIP), UNIVERSITY OF SAINT THOMAS;
AUTHOR, "THE LAWYER AS LEADER: HOW TO PLANT PEOPLE & GROW JUSTICE"

HOW THE SIMULCAST WORKS



ABA Lead Law is broadcast live, in HD, to hundreds of Simulcast Sites across the world.



1-2-3



CLE



Easy setup. All you need

- ↳ a facility/room,
- ↳ broadband Internet,
- ↳ a projector or screen, and
- ↳ speakers.

Digital delivery in top-notch HD quality, no matter where you are

Lead Law App for attendees to take notes, learn more, replay...

(optionally branded with your logo)

Earn recognition as a host, sell tickets

Earn CLEs (based on your state)

Get Extended Access & hold multiple showings

(for those who can't make the live date)

YOU CAN BE A SIMULCAST SITE!

Get inspired by the many new Simulcast Sites that are signing up each day, and consider bringing ABA Lead Law to your organization or community. Find out how on the next page.

SIMULCAST PRICING

LAW

INDIVIDUAL

Experience the simulcast and participate on your personal device—single access point only.

HOW?

- View on any device: Computer, Tablet, or Smartphone



ACCESS

- LIVE and +9 extra days of viewing



\$169

**EARLY BIRD
SPECIAL
PRICE**

\$157

BEFORE AUGUST 31, 2015

TEAM

One site license that gives group access at your location. Train your entire organization—unlimited attendees.

HOW?

- HD private stream: project in room or WiFi TV



ACCESS

- LIVE and +30 extra days of viewing



- CLE: check your state availability and rules

CLE

- Bonus: all participants get the LeaderPass App for digital workbook, note-taking and extra content



\$2,995

**EARLY BIRD
SPECIAL
PRICE**

\$2,495

BEFORE AUGUST 31, 2015

HOST

Become the local host and offer the event to your legal community or membership.

HOW?

- Receive the HD Private stream—project the event in a room to your audience



ACCESS

- Sell tickets and generate revenue



- Offer CLEs to your audience

CLE

- LIVE and +30 extra days for multiple showings in your location



- Bonus: all participants get the LeaderPass App for digital workbook, note-taking and extra content



\$3,495

**EARLY BIRD
SPECIAL
PRICE**

\$2,995

BEFORE AUGUST 31, 2015

BE A SIMULCAST SITE

ORDER ONLINE AT ABALEADLAW.COM OR USE THIS FORM:



ORGANIZATION

STREET ADDRESS

CITY / STATE / ZIP

PHONE

EMAIL

WEBSITE

REQUESTED SIMULCAST PACKAGE

Please mark your desired Simulcast Package with an "X".



TEAM SIMULCAST
\$2,495 ~~\$2,995~~



HOST SIMULCAST
\$2,995 ~~\$3,495~~

ABALEADLAW.COM

MAKE CHECK PAYMENTS TO:

Lead Law

MAIL SIMULCAST CHECK AND FORM TO:

Lead Law c/o Jamie Minton
375 Maxwell Road
Alpharetta, GA 30009

FOR MORE INFORMATION CONTACT:

Jamie Minton
(800) 690-3042 ext. 201
jamie@abaleadlaw.com

YOUR NAME

DATE

SIGNATURE