



AGENDA

Wednesday, April 29

- 6:30 – 8:00 p.m. **ECN Welcome Reception sponsored by Miller & Martin PLLC**
Hilton Nashville Downtown
- 8:00 p.m. **Small Group Dinners**
(Sign up at www.hrhero.com/ecnconference)

Thursday, April 30

- 7:00 – 8:00 a.m. **Breakfast**

ECN MEETING

- 8:00 – 8:15 a.m. **Welcome & Introductions**
Dan Oswald, President & Publisher, M. Lee Smith Publishers LLC
- 8:15 – 9:15 a.m. **Maximum Talent Leverage Strategies in a Tough Economy: Getting the Most Out of Your New Associates**
Judith Finer Freedman, M. Ed., The Balanced Worker Project
- Don't let today's market volatility get your law firm off track. Today's best kept secret weapon against the downturn in the economy is the cohort of new associates walking through the halls of the legal profession. Learn what makes the millennial generation tick in the workplace and how their skills and values may just be the saving grace for your firm or legal department. Specifically, this workshop will enable you to:
- Step into the shoes of this new generation and understand their world view and workplace expectations.
 - Learn the tools for building better connections between partners and associates that will net positive retention levels and improve the bottom line.
 - Learn what new associates need to transition to the cultural practices of your firm.
 - Understand their career development trends and disconnects.
 - Build the next generation of law firm leaders who will inspire loyalty and foster a greater connection to building the profession for the future.
- 9:15 – 9:45 a.m. **Panel Discussion: Millennial Generation**
- Moderator: Judith Finer Freedman
Panelists: Peyton Irby, *Watkins Ludlam Winter & Stennis, P.A.*
Richard Rainey, *Womble Carlyle Sandridge & Rice, P.L.L.C.* (tentative)
Kara Shea, *Miller & Martin PLLC*
Elizabeth Workman, Assistant Dean for Career Services,
Vanderbilt University Law School
- 9:45 – 10:00 a.m. **Break**

10:00 – 11:00 a.m.

Panel Discussion: Future of Labor & Employment Law Under Obama Administration

Moderator: Mark Schickman, *Freeland Cooper & Foreman*

Panelists: Mark Adams, *Jones Walker*

Robert (Bob) Brame, *McGuireWoods LLP*

Charles (Charlie) Plumb, *McAfee & Taft*

Robert (Bob) Vercruysse, *Vercruysse Murray & Calzone, P.C.*

11:00 a.m. – 12:00 noon

Standing Out in a Digital Age: Capturing the Attention of Your Audience Online and In Person

Ari L. Kaplan, Esq., Ari Kaplan Advisors

Learn successful strategies for drafting *Employment Law Letter* headlines that are search-engine friendly and methods for leveraging the power of keywords to enhance your profile and increase readership. By combining the technical aspects of promoting your writing with the creative elements of producing high-quality content, you'll broaden the dissemination of your work. Broadcasting that talent will impact the popularity of your writing, and will positively affect your standing in the community.

Afternoon

Recreation and Leisure

Relax, explore Nashville, play golf, or tour the Jack Daniel's Distillery with your colleagues. **To sign up for golf or the distillery tour, please go to www.hrhero.com/ecnconference.**

6:30 – 10:30 p.m.

“An Evening on Madison Avenue” at The aVenue

Join us for classic cocktails, your favorite canapés, and modern takes on 1960s fare.

Cocktail reception begins at 6:30 p.m.

Dinner served at 7:30 p.m.

Musical guests – The Wannabeatles

Attire is dressy casual – 1962 or 2009, your choice

Friday, May 1

7:00 – 8:00 a.m.

Breakfast

ECN Roundtable Discussion: EPLI

Facilitator: TBD

ECN MEETING

8:00 – 9:00 a.m.

Editorial Excellence: What to Do and How to Do It

Alan King, Director of Editorial

M. Lee Smith Publishers LLC

9:00 – 10:00 a.m.

Understanding and Exploiting the Media Beast

William Lobdell, Co-founder

Joelle Casteix, Co-founder

Insider Media Consulting

Why do some lawyers get all of the “good press?” Journalists and spokespeople Joelle Casteix and William Lobdell will show you how to easily harness local and national Media (print, radio, TV and electronic) to grow successful legal practices, increase billable hours, and become key media “go-to” contacts when relevant news breaks. Learn how to use the media to:

- Advance and win cases in litigation, or even BEFORE litigation begins.
- Protect clients and their reputations by exploiting third party media sources.
- Build your practice by attracting the best clients and cases.
- Win cases in the courtroom of public opinion.
- Become a communication master in times of crisis.
- Save money in public relations and advertising.
- Avoid additional litigation caused by the interference of PR firms in crisis communications.

10:00 – 10:15 a.m.

Break

10:15 – 11:15 a.m.

Break-out Sessions

1. Panel Discussion: Strengthening Client Relationships and Growing Your Business in a Tough Economy – Rethinking the Value of Legal Services

Moderator: Michael Maslanka, *Ford & Harrison LLP*

Panelists: 2 in-house attorneys (TBD)

Brian Smeenk, *Fasken Martineau DuMoulin LLP*

Discussion Points:

- Alternative approaches to the pricing of legal services
- Tools other than the billable hour that law firms can use to price services appropriately
- Creative ideas for structuring partnerships between law firms and clients

2. Exploiting and Taming the Media Beast

William Lobdell, Co-founder

Joelle Casteix, Co-founder

Insider Media Consulting

You've learned the basics, so let's get down to business. This lively, interactive, and personalized session will address current client media concerns, craft messages, isolate relevant media and most importantly, help you learn how to speak to the press – live and recorded – in order to get the RIGHT story told. You will also travel the maze of crisis communications and learn the easy and simple skills required to speak to the media in times of trouble.

11:15 – 11:45 a.m.

New Opportunities with MLSP

Dan Oswald, President & Publisher

Brad Forrister, VP, Content

M. Lee Smith Publishers LLC

11:45 a.m. – 12 noon

2010 ECN Conference & Closing Remarks

Dan Oswald

- How can we improve the ECN conference?
- What would you like to see on next year's agenda?