



# TECHSHOW2020

CONFERENCE  
February  
26 – 29

EXPO  
February  
26 – 28

CHICAGO, IL  
Hyatt  
Regency  
Chicago

Presented  
by the



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#ABATECHSHOW

A MESSAGE FROM THE ABA TECHSHOW 2020 CO-CHAIRS,

# Heidi Alexander and Catherine Sanders Reach

Now in its 34th year, ABA TECHSHOW continues to meet you where you are, regardless of your level of sophistication, with tools, resources, and innovation to take your knowledge and use of technology in law practice to the next level. Join us at the Hyatt Regency Chicago, February 26 - 29, 2020 for ABA TECHSHOW 2020 and you are guaranteed to learn something new.

ABA TECHSHOW always tackles the most forward-thinking concepts as well as basic technological skills. This year, you can look forward to sessions on topics related to maintaining lawyer well-being, preparing your firm for future changes, navigating the human element of technology, employing analytics and data in practice, advancements in artificial intelligence and its application to the legal industry, automating your practice for efficiency, attracting clients and managing the client experience, litigating and courtroom technology, securing your data, and much more!

While ABA TECHSHOW is at its core about technology, we are excited to create space to address a number of related and essential topics that impact the legal profession such as the decline in lawyer well-being, diversity and inclusion, modern client demands, as well as advancements in legal education and innovation in law practice.

ABA TECHSHOW brings together lawyers, legal professionals, educators, judges, law students, entrepreneurs, and more to learn from each other and make lasting personal connections. Back this year are our Meet Up groups that will convene throughout the conference, allowing attendees to discuss everything from specific technology related to their practice areas to women in legal technology and innovation in practice. You'll also have the opportunity to kick back in our expo hall lounge and chat with legal technologists about new developments in legal technology and how their products are helping lawyers succeed in their practices. Interested in tailored solutions for your practice; join our experts from the ABA Law Technology Resource Center for a customized expo hall tour. Furthermore, connect body and mind by participating in our 5k run, yoga sessions, or peer support groups.

Finally, we promise a year of fun with our Riot Rebels Luncheon and Thursday night reception. What better time to highlight and celebrate some of our leaders and rebels in innovation, women in legal technology, and catch up with friends and meet new ones.

Join us this year at ABA TECHSHOW 2020 and you'll be well on your way toward leveling up your practice!



**Heidi Alexander**  
Co-Chair  
Lawyers Concerned  
for Lawyers



**Catherine Sanders Reach**  
Co-Chair  
North Carolina Bar  
Association

Heidi Alexander  
Catherine Sanders Reach  
2020 ABA TECHSHOW Planning Board Co-Chairs



## TECHSHOW MeetUps

Find people with the same interests or are at the same point of your career. Our MeetUps allow you to chat with speakers, vendors, and attendees and get your questions answered. Look for specific meetups and individual channels in the TECHSHOW app. MeetUp(s) include:

- **Mac Lawyers:** For Apple fans
- **AI:** Using AI or are interested in using AI
- **Women of Legal Tech:** Women attorneys and women entrepreneurs
- **Litigators:** Using tech at trial or interested in using tech at your trials
- **Cybersecurity/Privacy:** Those dedicated to a secure internet and protecting privacy
- **Diversity & Inclusion:** Dedicated to those who want to make a more inclusive profession
- **Legal Rebels:** Lawyers who dare to do things differently
- **Well-Being:** Attorneys who want to make law practice more healthy for attorneys
- **Academics:** Professors, librarians, law students
- **Marketing:** Attorneys who are interested in bringing law practice to new markets
- **Analytics/Data:** For those professionals who like seeing trends and studying the figures
- **International/Canada:** Attendees from outside the USA
- **Young Lawyers:** Lawyers in the first ten years of practice
- **Government/Public Sector Lawyers:** Lawyers in public service
- **Solos/Front Liners:** Attorneys practicing and trying the new toys discussed at TECHSHOW

# Networking and Social Events

## START-UP COMPETITION WEDNESDAY, FEBRUARY 26, 2020

SPONSORED BY:



Back for the fourth year, TECHSHOW brings you the startup competition showcasing 15 innovative legal startups. Right before the Wednesday night Welcome Reception, the 15 startups will face off in a pitch competition – judged by TECHSHOW attendees – to pick the most innovative startup. The startups will also be featured in the EXPO Hall during TECHSHOW in the StartUp Alley.

## WELCOME RECEPTION WEDNESDAY, FEBRUARY 26, 2020

Kick off TECHSHOW 2020 with the Welcome Reception conveniently located in the EXPO Hall. You'll experience great food and beverages while networking with vendors, TECHSHOW faculty, and other attendees.

## REBELS RIOTS LUNCH THURSDAY, FEBRUARY 27, 2020

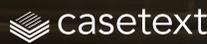
SPONSORED BY:



Calling all rebels! Join us for lunch on Thursday as we celebrate all things rebellious. Our Rebel Riot Luncheon, sponsored by pWc InsightsOfficer, will honor the 2020 Women of Legal Tech and the ABA Journal's Legal Rebels. How are you rebellious in the legal world? Bring your ideas to lunch to discuss.

## THURSDAY NIGHT RECEPTION THURSDAY, FEBRUARY 27, 2020

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After your first full day of sessions and EXPO, it's time to unwind! Mingle with other attendees and vendors during our Thursday reception. Network and let loose while enjoying drinks, tasty food, and some exciting surprises.

## FITNESS CHALLENGES THURSDAY, FEBRUARY 27 & FRIDAY, FEBRUARY 28, 2020

SPONSORED BY:



Three straight days of programs can get you a little off-kilter. Put some balance back in your life with yoga sessions, meditation, and our fourth annual 5k run.

## TASTE OF ABA TECHSHOW FRIDAY, FEBRUARY 28, 2020

Try some of the best Chicago restaurants by joining us for Taste of TECHSHOW! We have dinner reservations throughout the city of Chicago with each dinner based on a technology topic and hosted by an expert in the field. Don't miss this Dutch-treat event where you can pick the technology, the restaurant, or the host.

## 12-STEP MEETINGS THURSDAY, FEBRUARY 27 & FRIDAY, FEBRUARY 28, 2020

An open 12-Step meeting, welcome to anyone attending the Conference. We invite you to attend and share your experience, strength, and hope in recovery. The moderator looks forward to having open discussions on any recovery topic.

# Program

THURSDAY,  
**02.27.20**

## CORE CONCEPTS

**8:45AM - 9:45AM**  
**TECH TOOLBOX 2020: WHAT'S RIGHT FOR YOUR PRACTICE**

**Natalie Robinson Kelly, Richard Ferguson**

There is no lack of technology available for you and your law firm. This session will look at the most essential technologies, hardware & software, to build your modern law office.

**10:45AM - 11:45AM**  
**PAPERLESS 3.0: MAKING YOUR PAPERLESS WORKFLOW WORK**

**Daniel J. Siegel, Charity Anastasio**

Now that your law firm has jumped on the paperless bandwagon, how do you improve your system to keep it alive and well? This session will highlight some of the challenges and provide solutions for maintaining a paperless system, including file retention methods and the benefits of utilizing the PDF format.

**2:00PM - 3:00PM**  
**OFFICE 365: ENHANCING ITS VALUE TO YOUR PRACTICE**

**Ben M. Schorr**

Many law offices have migrated to Microsoft Office 365, but chances are that your firm/organization is only scratching the surface of Office 365's offerings. Come learn about those features and how to use them in your practice.

**4:00PM - 5:00PM**  
**RISK MANAGED: BUSINESS CONTINUITY AND DISASTER RECOVERY**

**Richard Ferguson, Darla Jackson**

How do you minimize the effects of catastrophic failures of all sizes — from crashed hard drives and lost/stolen devices to a practice gone with the earth, wind or fire of natural disasters? Plan and prepare now and suffer less later. How robust are your electronic and physical records retention systems?

## NEXT 20

**8:45AM - 9:45AM**  
**SEEING IS BELIEVING: VIRTUAL REALITY PREPAREDNESS**

**Matthew Stubenberg, Kenton Brice**

Does the use of 360 video and virtual reality have a place in law practice? In this session, you'll learn about some practical uses of 360 video and virtual reality, such as to introduce new lawyers to a courtroom and its procedures, preparing clients for a hearing or deposition, and more. Also, get a peek behind the scenes on how to create a virtual-reality video.

**10:45AM - 11:45AM**  
**SKILLS BUILDING: BEST PRACTICES FOR TEACHING TECH TO LAW STUDENTS**

**Nicole Morris, April Dawson, Jennifer Wondracek, Debbie Ginsberg**

Teaching technology in law school is now more important than ever. With technology advancing at such a rapid pace, what technology should be taught in the classroom? How can institutions design and implement technology instruction? In this session, you'll hear examples and best practices from academics that have "been there, done that" and have ideas to share.

**2:00PM - 3:00PM**  
**INNOVATION FOUNDATION: FORWARD-THINKING LAW SCHOOL CURRICULUM**

**Nicole Morris, Jennifer Wondracek, Alexander Rabanal**

Law schools have a great opportunity to prepare lawyers to revolutionize law practice by teaching high level and innovative technology courses. Concepts such as legal analytics, legal project management and process improvement, block chain, cryptocurrency, artificial intelligence, and more are making their way into law schools.

**4:00PM - 5:00PM**  
**TECH FORWARD: NEW JOBS FOR NEW LAWYERS**

**Helen Gulgun Bukulmez, April Dawson**

Advances in technology have created new opportunities for new graduates from law school. There are many alternatives to traditional law practice, such as legal project management, data analytics, legal operations, and more.

## HUMAN SKILLS

**8:45AM - 9:45AM**  
**EQ OVER IQ: BUILDING EMOTIONAL INTELLIGENCE FOR CLIENTS**

**Dina Eisenberg, Darlene Tonelli**

Even if you are an expert in your field, you may be leaving wins on the table if you are not paying attention to interpersonal dynamics, both in and out of court. Skilled advocates are able to achieve great results even when the facts are not on their side. They do this by convincing stakeholders (judges, adversaries, prosecutors) to exercise discretion on behalf of their client. Learn from the pros how to approach these encounters tactically so that you are able to do more for your clients - even with bad facts.

**10:45AM - 11:45AM**  
**HR 101 FOR LAWYERS: BEST PRACTICES FOR HIRING AND FIRING**

**Stephanie Everett, Darlene Tonelli**

Most of us don't learn how to hire or fire in law school, and as a result the vast majority of lawyers are winging it when it comes to hiring and firing. In this session we will share easy-to-adopt processes that will let you hire and fire like a pro.

**2:00PM - 3:00PM**  
**IMPLICIT BIAS: WHAT YOU DON'T KNOW CAN HURT YOU**

**Jennifer Gerstenzang, Erin Gerstenzang**

The pull of inertia and pervasiveness of bias can make building the best teams challenging. At the workplace, inertia can be confronted head on, but bias is more difficult to sort out. Because bias lives in a hidden part of the brain, most people are oblivious to their own biases and those of others, unless they directly experience the negative consequences of that bias. The good news is that when you know how to look for it, bias can be identified and intentionally influenced.

**4:00PM - 5:00PM**  
**AT THE (PHYSICAL AND VIRTUAL) PODIUM: PUBLIC SPEAKING FOR LAWYERS**

**Ian Hu, Lyndosha Jamison**

Want to move your speaker game forward? Maybe you want to improve your performance in court or you want to be a rockstar CLE presenter. Improving your speaking will help you advance professionally. There are plenty of insider pro tips for obtaining speaking invitations and presentation techniques that will enable you to make a big impact both in-person and online. .

## RECESSION PROOF

**8:45AM - 9:45AM**

### **BUILDING A NICHE PRACTICE: SOLUTIONS TO UNCONVENTIONAL PROBLEMS**

**Megan Zavieh, Lyndosha Jamison**

New problems require new solutions. By identifying legal service gaps, attorneys can create niche practices to serve these un- or under- served markets. Technology has become more accessible and affordable. By leveraging technology, solo and small firm lawyers are in a unique position to create client-centric, efficient, and cost-effective law practices to fulfill these unmet needs.

**10:45AM - 11:45AM**

### **YOU'RE SO PREDICTABLE: SUBSCRIPTION LEGAL SERVICES**

**Kimberly Y. Bennett, Lauren Lester**

Law firms are not immune from cash flow uncertainty. Technology can help you to streamline your services, allowing you to create alternative services for generating recurring revenue. Subscription legal services can be a lucrative, scalable, and transparent law firm model, freeing attorneys from the tedious demands of the billable hour and creating a competitive, flexible legal solution for clients.

**2:00PM - 3:00PM**

### **KEYING INTO PEOPLE: SOLVING ONBOARDING AND TURNOVER WITH INTENTION AND TECH**

**Dina Eisenberg, Lori Gonzalez**

The costs of employee turnover can be up to twice the annual salary of the departing employee. How do you effectively onboard employees to reduce turnover and create a happier, more productive law firm workforce? What are the specific nuances to onboarding and engaging a virtual workforce?

**4:00PM - 5:00PM**

### **HOW TO CREATE + RUN A VIRTUAL LAW PRACTICE**

**Brooke Moore, Charity Anastasio**

Clients are demanding convenience and lawyers are craving balance. Virtual law practice improves the client experience, significantly reduces your overhead, and provides lawyers unparalleled flexibility. Leave the file folders, mahogany desks, and inefficiencies behind. These tips will help you to best manage your clients, cases, and costs virtually.

## ANALYTICS/DATA

**8:45AM - 9:45AM**

### **PICTURE THIS: DATA VISUALIZATION FOR LAWYERS**

**Jennifer Roberts, Kris Turner**

Walk away from this session with a toolbox of options to help you look at your law firm's data in new ways. From concept clustering to timelines, to workflows, learn about the tools that can make data intuitive. We will also explore analytic options and alternative data maps to help discover patterns and stories in information.

**10:45AM - 11:45AM**

### **BURIED TREASURE: HIDDEN ANALYTIC TOOLS IN YOUR PRACTICE**

**David McNeill, Shantelle L. Argyle**

Routine tools provide information that firm leaders can use to diagnose performance issues or find unexpected bright spots that can be grown in other areas. Focus on the data your systems are gathering and use them to gauge the health of your practice and better serve clients.

**2:00PM - 3:00PM**

### **SURVEY SAYS: CAN YOU TRUST THE DATA?**

**David McNeill, Jennifer Roberts**

While analytics can create insights, it can lead to false assumptions and poor decisions in client representation. This is a walk through on how misused tools, confirmation bias, and general misunderstandings can be applied to data to take a practice — or case — off course.

**4:00PM - 5:00PM**

### **FORECAST-ALYTICS: UNDERSTANDING LITIGATION ANALYTICS FOR CASE EVALUATION**

**Warren Agin, Benjamin Alarie**

With France banning the use of judicial analytics this new-ish tool is under the spotlight. Understanding the growth, use, and possible impacts of forecasting in evaluating cases or judicial forums is a must have for litigators moving forward.

## CLIENT ATTRACTION

**8:45AM - 9:45AM**

### **BY THE NUMBERS: BUILD A DATA-INFORMED MARKETING PLAN & BUDGET**

**Chelsey Lambert, Stephanie Everett**

How can you know where you're going without having a plan? In order to maximize your marketing time and dollars,

you must first make a plan. Fortunately, we have access to a variety of marketing technology and data that can help us build a reliable plan and budget.

**10:45AM - 11:45AM**

### **FREE LUNCH: MARKET YOUR PRACTICE ONLINE FOR (ALMOST) FREE**

**Joy Hawkins, Gyi Tsakalakis**

Once you have a marketing plan, let's put it into action. Limited budget? No problem. Let's explore all the "free" things (read: only take your time) you can do to attract clients. From content marketing to SEO to lead nurturing, this will be holistic approach to inbound marketing.

**2:00PM - 3:00PM**

### **POWER TOOLS: BOOST YOUR MARKETING WITH ONLINE ADS, TOOLS, AND EXPERTS**

**Dana DiTomaso, Casey Meraz**

What are all the things you might consider investing in? Google Ads, Paid Social Ads (paid Facebook campaigns, LinkedIn advertising), getting help (aka how to choose marketing vendors), marketing technology software.

**4:00PM - 5:00PM**

### **MEASURE YOUR SUCCESS: MARKETING ACCOUNTABILITY**

**Casey Meraz, Dana DiTomaso**

Is any of this working? How do we measure marketing investments? Google Analytics, Goal Conversions, Conversion Rate Optimization, ROI, ROAS, Cost per client, CRM, etc.

## LITIGATION

**8:45AM - 9:45AM**

### **FOLLOWING THE DIGITAL BREADCRUMBS**

**Antigone Peyton, Roger Chown**

Many investigative tools lie at your fingertips, from chat apps, mobile apps, geo-location information, Facebook information, and beyond. Learn how to investigate your case; discover what a person does and where they really are; and how you collect and understand the information you need to develop a case theory and win your case.

**10:45AM - 11:45AM**

### **ONLINE DISPUTE RESOLUTION: CHANGING THE STATUS QUO AND DEFINING THE FUTURE OF WORK IN THE LEGAL PROFESSION**

**Jonathan Verk, Shannon Salter**

The public and private sector is imple-

**WEDNESDAY FEBRUARY 26, 2020**

5:00 PM - 6:00 PM	Startup Alley							
6:00 PM - 7:30 PM	Welcome Reception: EXPO Hall							

**THURSDAY, FEBRUARY 27, 2020**

7:00 AM - 7:45 AM	Meditation / Yoga							
7:00 AM - 8:00 AM	12-Step Meeting							
7:30 AM - 8:15 AM	Breakfast/MeetUps Breakfast							
7:00 AM - 7:30 AM	New Attendee Orientation							
8:00 AM - 8:30 AM	Welcome to TECHSHOW 2020							
	Core Concepts	Next 20	Human Skills	Recession Proof	Analytics/Data	Client Attraction	Litigation	Automation
8:45 AM - 9:45 AM	Tech Toolbox 2020: What's Right for Your Practice	Seeing is Believing: Virtual Reality Preparedness	EQ Over IQ: Building Emotional Intelligence for Clients	Building a Niche Practice: Solutions to Unconventional Problems	Picture This: Data Visualization for Lawyers	By the Numbers: Build a Data-Informed Marketing Plan & Budget	Following the Digital Breadcrumbs	Documents in a Snap! Tips and Tools to Automate Documents In Your Practice
9:45 AM - 10:45 AM	EXPO Hall Break							
10:45 AM - 11:45 AM	Paperless 3.0: Making Your Paperless Workflow Work	Skills Building: Best Practices for Teaching Tech to Law Students	HR 101 for Lawyers: Best Practices for Hiring and Firing	You're So Predictable: Subscription Legal Services	Buried Treasure: Hidden Analytic Tools in Your Practice	Free Lunch: Market Your Practice Online for (Almost) Free	Online Dispute Resolution: Changing the Status Quo and Defining the Future of Work in the Legal Profession	Automation in Office 365
12:00 PM - 1:00 PM	Rebels Riot Luncheon - sponsored by PwC							
1:00 PM - 2:00 PM	EXPO Hall Break							
2:00 PM - 3:00 PM	Office 365 - Enhancing its Value to your Practice	Innovation Foundation: Forward-Thinking Law School Curriculum	Implicit Bias: What You Don't Know Can Hurt You	Keying into People: Solving Onboarding and Turnover with Intention and Tech	Survey Says: Can You Trust the Data?	Power Tools: Boost Your Marketing with Online Ads, Tools, and Experts	Laser and Light Show	Happy Clients, Happy Lawyers: Client Facing Automation
3:00 PM - 4:00 PM	EXPO Hall Break							
4:00 PM - 5:00 PM	Risk Managed: Business Continuity and Disaster Recovery	Tech Forward: New Jobs for New Lawyers	At the (Physical and Virtual) Podium: Public Speaking for Lawyers	How to Create + Run a Virtual Law Practice	Forecast-alytics: Understanding Litigation Analytics for Case Evaluation	Measure Your Success: Marketing Accountability	The Frugal Litigator: DIY Trials	Maximize Technology in a Zap
5:00 PM - 6:30 PM	EXPO Hall Break							
5:00 PM - 6:00 PM	12 Step Meeting							
5:30 PM - 8:00 PM	Thursday Night Reception							

**FRIDAY, FEBRUARY 28, 2020**

7:00 AM - 7:45 AM	4th Annual 5K Run							
7:00 AM - 8:00 AM	12-Step Meeting							
8:00 AM - 8:30 AM	Breakfast/MeetUps Breakfast							
	Core Concepts	Next 20	Lawyer Well-Being	Recession Proof	Artificial Intelligence	Client Experience	Cybersecurity	Un-Track for Doers
8:30 AM - 9:30 AM	Apps Apps Everywhere: Tablet and Mobile Legal Practice	Rise Up: Diversity, Leadership, and Innovation	The Intersection of Ethics and Well-Being	Limited Scope, Unlimited Possibilities	Does It Compute: The Limits of AI	Talking Heads: Using Video to Communicate with Clients	Bad Actors: The Year in Breaches	Ignite (Pechakucha)
9:30 AM - 10:30 AM	EXPO Hall Break							
10:30 AM - 11:30 AM	Shark Bite: Phishing, Privacy, IOT	Inside and Out: How to Make Your Practice Accessible	Walking the Walk: The Purpose-Based Practice	Using Market Insights to Differentiate Your Practice	The Hitchhiker's Guide to AI	Power in Your Palm: Make Your Practice Smartphone Friendly	Red Pill vs. Blue Pill: How Deepfakes are Defining Digital Reality	World Cafe
11:45 AM - 12:45 PM	Lunch 'N Learns / EXPO Hall Break							
1:00 PM - 2:00 PM	Keynote Address: Mary Shen O'Carroll							
2:00 PM - 3:00 PM	EXPO Hall Break / Meet the Keynote Speaker							
3:00 PM - 4:00 PM	Order, Order: Law Firm Document and Knowledge Management	Blockchain 101 for Lay People	Friend or Foe?: Tech and Well-Being	Using Data to Develop Your Law Firm Growth Strategy	Open the Pod Bay Doors: Problems with AI	Loving the Luddites: Serving Tech Averse Clients	Cloudy, With a Chance of Sanctions - or Success!	Closed Fishbowl
4:00 PM - 4:15 PM	Break							
4:15 PM - 5:15 PM	Next Generation: Practice Management Applications	Breakthru Change: Rules and Innovation	Eureka: The Science of Lawyer Well-Being	How to Partner Like a Pro	Bridging the Justice Gap: AI and A2J	Bespoked: What Design Thinking Can Bring to Your Practice	Of PEN Tests and Policies: Firm Security Audits	Speed Geeking
5:15 PM - 6:15 PM	12 Step Meeting							
6:30 PM - 9:00 PM	Taste of TECHSHOW Dinners							

**SATURDAY, FEBRUARY 29, 2020**

7:30 AM - 8:00 AM	Breakfast/MeetUps Breakfast							
	Saturday Workshops	Saturday Workshops	Saturday Workshops	Saturday Workshops				
8:00 AM - 9:00 AM	Google My Business	The Three Little Formats: MS Word Character, Paragraph, Document	Create Your Personal Well-Being Plan	Easy Client Intake: Build it with Google Forms and Zapier				
9:00 AM - 9:15 AM	Break							
9:15 AM - 10:15 AM	Social Media Audit	Bring Design Thinking to Your Law Practice	Build a Client Persona	DIY: Video Creation for Lawyers				
10:15 AM - 10:30 AM	Break							
10:30 AM - 11:30 AM	60 in 60							

menting intelligent, user-centered technology to simplify the legal process and bring fast, cost-effective and legal dispute resolution to the masses. From small claims and personal injury to property and family law, these leaders are setting the standards in what promises to change the face of the legal industry and society more broadly.

**2:00PM - 3:00PM**  
**LASER AND LIGHT SHOW**

**Antigone Peyton, Michael Ko**

Special effects have a place in litigation! Grounded by scientific and engineering principles, demonstrative evidence has moved on from pencil drawings and pictures. Illustrations in 3D, videos that accurately portray accidents and other events, drones that provide helpful overviews — these are some of the trial lawyer's favorite things.

**4:00PM - 5:00PM**  
**THE FRUGAL LITIGATOR: DIY TRIALS**

**Daniel J. Siegel, Brett Burney**

You can buy expensive trial technology or do as most lawyers prefer: DIY. Learn from fellow frugal litigators to run trials effectively with basic tech tools everybody has access to.

**AUTOMATION**

**8:45AM - 9:45AM**  
**DOCUMENTS IN A SNAP! TIPS AND TOOLS TO AUTOMATE DOCUMENTS IN YOUR PRACTICE**

**Chris Fortier, Lauren Lester**

Many lawyer's businesses center around creating documents for clients and the court. Why not save yourself some time by using automation tools to draft documents more effectively, such as text expansion, document assembly, and intelligent reviewing products? This session will explore the many different tools available and how you can use them in your practice.

**10:45AM - 11:45AM**  
**AUTOMATION FOR LAW FIRMS USING OFFICE 365**

**Allan Mackenzie, Kenton Brice**

Has your firm deployed Office 365? If so, are you leveraging all the automation tools it provides? From task management to online appointments to rules based actions, Office 365 has some old tools and new tricks to help lawyers improve workflows and reduce administrative tasks.

**2:00PM - 3:00PM**  
**HAPPY CLIENTS, HAPPY LAWYERS: CLIENT FACING AUTOMATION**

**Sofia Lingos, Genie Doi**

Technology empowers lawyers to accomplish tasks every day. Could your firm find ways to provide self-help tools to empower clients? From chatbots to expert systems, what tools can a law firm deploy to enhance communication and provide additional services to clients?

**4:00PM - 5:00PM**  
**MAXIMIZE TECHNOLOGY IN A ZAP**

**Matthew Yospin, Kimberly Y. Bennett**

Rather than jumping to implement the newest software solution, have you exhausted the potential of your current tools? Many of us use only about 10% of the features offered by our software. This session will focus on using Zapier and IFTTT to bridge the tools you already use to create streamlined workflows and increase efficiency in your practice.

**FRIDAY**  
**02.28.20**

**CORE CONCEPTS**

**8:30AM - 9:30AM**  
**APPS APPS EVERYWHERE: TABLET AND MOBILE LEGAL PRACTICE**

**Brett Burney, Paul J. Unger**

We live in a mobile world. Just look around. More people own smartphones than toothbrushes. How can you carry on a successful practice from anywhere while maintaining a quality and client focused practice?

**10:30AM - 11:30AM**  
**SHARK BITE: PHISHING, PRIVACY, IOT**

**Nicole Black, Maria Phillips**

Learn how to reduce cybersecurity risks to your law firm systems and maintain data privacy. Avoid phishing lures and other attacks on devices used in your practice. We will also discuss how internet connected devices expose client data and how you can protect it.

**3:00PM - 4:00PM**  
**ORDER, ORDER: LAW FIRM DOCUMENT AND KNOWLEDGE MANAGEMENT**

**Quinten Steenhuis, Paul J. Unger**

Chances are you work with massive amounts of documents and data in your practice. How do you file and organize those files and data so that you can utilize them when they are needed? Well planned and implemented document and knowledge management can help!

**4:15PM - 5:15PM**  
**NEXT GENERATION: PRACTICE MANAGEMENT APPLICATIONS**

**Natalie Robinson Kelly, Darla Jackson**

Changes in the marketplace are causing lawyers and firms to consider changing their existing practice management software and systems. What features should you look for? With new practice management software providers entering the marketplace all the time, what questions do you need to ask vendors in order to select the correct product?

**NEXT 20**

**8:30AM - 9:30AM**  
**RISE UP: DIVERSITY, LEADERSHIP, AND INNOVATION**  
**Safaya Fawzi, Shannon Salter, Dennis Garcia**

While women and people of color now represent large portions of law students and associates, yet they remain significantly underrepresented at higher levels. Inclusive leadership, embracing diverse perspectives and changing culture to reflect them, is necessary for change.

**10:30AM - 11:30AM**  
**INSIDE AND OUT: HOW TO MAKE YOUR PRACTICE ACCESSIBLE**

**Dennis Garcia, Annie N. Arbenz**

Clients have diverse needs, including different accessibility needs. By accommodating potential clients and existing clients, you'll increase your pool of potential matters and better serve your clients. This applies also to your staff and lawyers within your firm.

**3:00PM - 4:00PM**  
**BLOCKCHAIN 101 FOR LAY PEOPLE**

**Ian Hu, Celiza Bragança**

Blockchain technology has been around since 2008, but yet it is still an enigma to most lawyers. Blockchain has many applications to the legal industry and those may impact your practice.

**4:15PM - 5:15PM**  
**BREAKTHRU CHANGE: RULES AND INNOVATION**

**Lori Gonzalez, Megan Zavieh**

The Rules of Professional Conduct provide a set of obligations that every attorney must abide by and a set of rules that governs the legal profession. Technology develops in large part due to consumer demand, and it frequently reduces friction of doing business. How have the rules kept pace with advances in technology? Do those rules work for or against innovation in law and legal services?

**LAWYER WELL-BEING**

**8:30AM - 9:30AM**  
**THE INTERSECTION OF ETHICS AND WELL-BEING**

**Sharon Nelson, Jennifer Gerstenzang**

Embrace the new focus on the link between lawyer well-being and competence and learn how existing ethics rules intertwine with these concerns. It's not just being current on technology or implementing it in your practice that is required; it's understanding how all these issues intersect.

**10:30AM - 11:30AM**  
**WALKING THE WALK: THE PURPOSE-BASED PRACTICE**

**Helen Gulgun Bukulmez, Brooke Moore**

Creating a law practice based on a lawyer's passions and interests may be challenging but can also result in a practice in which the lawyer is fully invested and from which the lawyer may achieve both personal and professional satisfaction. Leveraging technology in this effort makes good business sense in allowing your business to achieve its full potential. Explore the challenges and benefits of redefining your practice while affirming your commitment to your legal careers.

**3:00PM - 4:00PM**  
**FRIEND OR FOE?: TECH AND WELL-BEING**

**Roberta Tepper, Jennifer Downs**

We now know that technology can help lawyers be more efficient, more effective and achieve great results. We also

know that technology can negatively impact lawyers and their work. Start the conversation with us in this session and begin to strategize the ways in which you can effectively use technology without experiencing the negative impact of it.

**4:15PM - 5:15PM**  
**EUREKA: THE SCIENCE OF LAWYER WELL-BEING**

**Jennifer Downs, Tharwat Lovett, Brooke Moore**

The recent focus on lawyer well-being and strategies for increasing well-being and wellness is more than just a theory. There is science underlying the benefits of increasing lawyer effectiveness by encouraging wellness, well-being and implementation of personal and systemic strategies.

**RECESSION PROOF**

**8:30AM - 9:30AM**  
**LIMITED SCOPE, UNLIMITED POSSIBILITIES**

**Laura O'Bryan, Jessica Bednarz**

How well are you serving the middle class? There is a large population of un- and under-served legal consumers that either can't or don't need conventional legal help. Providing limited scope representation legal services has tremendous potential to grow or supplement your practice. By leveraging technology you can scale these services and reach more people, while providing you more flexibility and keeping your overhead low.

**10:30AM - 11:30AM**  
**USING MARKET INSIGHTS TO DIFFERENTIATE YOUR PRACTICE**

**Sofia Lingos, George Psiharis**

Following market trends and analyzing data can help you gain a competitive advantage and direct you toward lucrative opportunities. Join us as we review the state of the legal market based on analytics and explore trends in technology. We will show you how to digest relevant market research and apply it in ways that improve your firm's performance, client acquisition and overall client experience.

**3:00PM - 4:00PM**  
**SING DATA TO DEVELOP YOUR LAW FIRM GROWTH STRATEGY**

**George Psiharis, Roger Chown**

Data is hot in nearly every industry because it can be a driving force for growth. Is your firm tracking, analyzing,

and making decisions based on data? Fortunately, data trends from across the profession can help you more easily identify and benchmark your performance, while also helping you set the strategic objectives for your firm.

**4:15PM - 5:15PM**  
**HOW TO PARTNER LIKE A PRO**

**John Mitchell, Jim Calloway**

Finding a business partner is like choosing a life partner. It's nice to have the company but it also takes ongoing commitment to learn one another's communication styles and create a mutually beneficial working relationship. Setting expectations up front and being flexible is key. How do you create this union? Are you prepared to navigate the relationship? What's the best approach for introducing new technology or ideas to a resistant partner?

**ARTIFICIAL INTELLIGENCE**

**8:30AM - 9:30AM**  
**DOES IT COMPUTE: THE LIMITS OF AI**

**Genie Doi, Chris Bentley**

AI may supplant computational and other skills, but what's left over? Look to creativity, decision making, empathy, and the ability to integrate information as a few examples. Dig into how honing these skills can help you maximize value for your clients.

**10:30AM - 11:30AM**  
**THE HITCHHIKER'S GUIDE TO AI**

**Thomas Hamilton, Warren Agin**

Come along for the ride with fellow pioneers as they present on the current state of AI. What are the different kinds of AI? What areas are AI currently tackling, and what's ripe for takeover?

**3:00PM - 4:00PM**  
**OPEN THE POD BAY DOORS: PROBLEMS WITH AI**

**Thomas Hamilton, Damien A. Riehl**

AI is only as good as the information it is fed and the rules it follows. If sentencing criminals is not neutral in our courts, reliance on such a data set can have severe consequences. For an AI algorithm to follow this data, it will perpetuate and expand, the same bias. How can AI navigate a value-laden world?

**4:15PM - 5:15PM**  
**BRIDGING THE JUSTICE GAP: AI AND A2J**

**Matthew Stubenberg, Chris Bentley, Kristin Sunday, Quinten Steenhuis**

AI promises to provide legal solutions

to the millions of consumers who cannot afford attorneys. What are the tools available now and what can we look forward to? This session includes both the practical — what you can use in limited scope representation situations — and pie-in-the-sky ruminations.

## CLIENT EXPERIENCE

**8:30AM - 9:30AM**

### TALKING HEADS: USING VIDEO TO COMMUNICATE WITH CLIENTS

**Temi Siyanbade, Michael Ko**

Attorneys are using video in more ways than you might expect - and it is giving them a competitive advantage. Join this session to learn the benefits of being an early adopter and see how other attorneys are harnessing the power of video to work more efficiently with current clients and attract new ones.

**10:30AM - 11:30AM**

### POWER IN YOUR PALM: MAKE YOUR PRACTICE SMARTPHONE FRIENDLY

**Erin Gerstenzang, Laura O'Bryan**

Clients hate how difficult we make it to work with us. How can you employ mobile tech tools in your practice to rethink the delivery of legal services?

**3:00PM - 4:00PM**

### LOVING THE LUDDITES: SERVING TECH AVERSE CLIENTS

**Annie N. Arbenz, Shantelle L. Argyle**

Technology-driven processes in law firms are great when clients are on-board with using technology. But not all clients are able or willing to use technology. Whether you are using online forms, electronic fee agreements or storing files in the cloud, if your client can't or won't use technology, it can interfere with the services you provide. In this session, we will discuss how lawyers around the country are surmounting these issues by employing both high and low-tech alternatives when it comes to providing exceptional legal services to seniors, differently-abled individuals and rural communities.

**4:15PM - 5:15PM**

### BESPOKED: WHAT DESIGN THINKING CAN BRING TO YOUR PRACTICE

**Susan Letterman White, Kelly Street**

Lawyers who are willing to invest in designing a law firm that works better will gain a competitive advantage that

will pay early-adopter dividends for decades to come. How can design thinking influence how you approach your firm's vision for the future?

## CYBERSECURITY

**8:30AM - 9:30AM**

### BAD ACTORS: THE YEAR IN BREACHES **NON-CLE**

**Lincoln Mead, John Simek**

Nothing educates like a bad experience, preferably someone else's. 2019 is littered with teaching moments on data spills and their consequences. Our experts review the year's notable security failures, providing a roadmap on how to ensure it does not happen to your firm.

**10:30AM - 11:30AM**

### RED PILL VS. BLUE PILL: HOW DEEPFAKES ARE DEFINING DIGITAL REALITY

**Lincoln Mead, Sharon Nelson**

If it is on the Internet, it must be true. While we are learning to take words with a grain of salt, we still trust our eyes and ears when browsing. The new deepfake culture can impact our relationship to information and the tools we use to work with it. How will this new horizon impact the trustworthiness of evidence and will the legal profession have the tools needed to test what they see or hear? And what are the implications for the Rule of Law? Understand the relationship between the AI that creates deepfakes and ethics — as well the relationship between legal ethics and how lawyers handle cases involving deepfakes.

**3:00PM - 4:00PM**

### CLOUDY, WITH A CHANCE OF SANCTIONS — OR SUCCESS!

**Jim Calloway, Nicole Black**

You have taken the plunge and placed client data with a 'trusted' third party. The rules of ethics still require their oversight in terms of the initial vetting along with building awareness of their uptime, administration, and security. Learn how due diligence for these services can be managed and potential issues avoided.

**4:15PM - 5:15PM**

### OF PEN TESTS AND POLICIES: FIRM SECURITY AUDITS

**John Simek, Maria Phillips**

Hacker audits, penetration testing, and employee phishing simulations can provide crucial insights into the state of

your technology and the awareness of your law firm. The results should lead to an action plan, peace of mind, and a possible reduction in cyber insurance premiums.

## Un-Track for Doers

**NON-CLE**

New this year, the Un-Track for Doers are sessions powered by participant-driven conversations about law practice and technology. Following the model of the "un-conference" where the audience is actually the experts and share their knowledge with others, these sessions are interactive and engaging while being highly informative.

**8:30AM - 9:30AM**

### IGNITE (PECHAKUCHA)

**Jess Birken, Ben Sessions, Gyi Tsakalakis, Erin Gerstenzang**

**10:30AM - 11:30AM**

### WORLD CAFE

**Jess Birken, Ben Sessions, Gyi Tsakalakis, Erin Gerstenzang**

**3:00PM - 4:00PM**

### CLOSED FISHBOWL

**Jess Birken, Ben Sessions, Gyi Tsakalakis, Erin Gerstenzang**

**4:15PM - 5:15PM**

### SPEED GEEKING

**Jess Birken, Ben Sessions, Gyi Tsakalakis, Erin Gerstenzang**

## SATURDAY 02.29.20

### 8:00AM - 9:00AM GOOGLE MY BUSINESS

**Gyi Tsakalakis, Joy Hawkins**

No matter how your next clients hear about you, they're increasingly likely to look you up online. And most of those "look ups" will happen with Google. Fortunately, Google provides a free tool to manage your firm's information: Google My Business. Let's explore how to maximize Google My Business (GMB) for your law firm. From updating basic information, to using posts and question and answers, we'll cover just about everything GMB has to offer that's applicable to law firms.

### 8:00AM - 9:00AM THE THREE LITTLE FORMATS: MS WORD CHARACTER, PARAGRAPH, DOCUMENT

**NON-CLE**

**Allan Mackenzie, Ben M. Schorr**

Are you fighting with your Word documents in your law firm? Come learn how to master formatting in Microsoft Word and spend more time writing and less time battling underlying structures that can wreak havoc on your documents.

### 8:00AM - 9:00AM CREATE YOUR PERSONAL WELL-BEING PLAN

**Roberta Tepper, Tharwat Lovett**

We all know by now that lawyer wellness and well-being is important; but it's not a one-size-fits-all solution. Come to this workshop where we'll share strategies, activities and lessons learned and leave with an outline for your personal well-being plan.

### 8:00AM - 9:00AM EASY CLIENT INTAKE: BUILD IT WITH GOOGLE FORMS AND ZAPIER

**Matthew Yospin, Chris Fortier**

Forms can be used for a variety of law practice needs, including client intake, initial contact, project and matter-related document generation, and more. In this workshop, participants will learn how to structure and use Google Forms to build and customize their own forms. You'll learn how to embed the forms on webpages, share them with links and in template emails, and trigger actions after form completion, including saving the content and sending documents for e-signature.

### 9:15AM - 10:15AM SOCIAL MEDIA AUDIT

**Kelly Street, Temi Siyanbade**

Are you putting your best foot forward on social media? From LinkedIn, Twitter, Facebook and Instagram what elements should be in place and what do potential clients and referrals learn about you? Are you responsive? Engaged? Come to this session to walk through your social media profiles and make sure that they are up to date, polished and reflect your passion and dedication.

### 9:15AM - 10:15AM BRING DESIGN THINKING TO YOUR LAW PRACTICE

**Susan White**

Design thinking is a problem-solving method based on a repetitive cycle of reframing how you are thinking about a problem, understanding why people do what they do, and experimenting with solutions. The design thinking process can help you better understand client needs, gain insight into their motivation, and experiment with solutions to change behavior. If you bring a current project or problem to this workshop,

you will leave with new ideas about what your project needs right now to progress toward a viable solution.

### 9:15AM - 10:15AM BUILD A CLIENT PERSONA

**Jessica Bednarz**

Client personas are fictional, generalized representations of your ideal clients. Having a deep understanding of your client persona(s) is critical to driving content creation, product development, follow up, and really anything that relates to client acquisition, service, and retention. Come to this workshop to take the time to build a client persona and understand who your ideal client is and how you can help them.

### 9:15AM - 10:15AM DIY: VIDEO CREATION FOR LAWYERS

**Chelsey Lambert, Kenneth Levinson**

Video consumption is on the rise! But, how can lawyers best use this medium to attract and educate clients? In this session, we will dive into how you make a video that gets results and inform potential clients, including call outs, transcripts and other elements essential for a great video.

### 10:30AM - 11:30AM 60 IN 60 **NON-CLE**

**Catherine Sanders Reach, Heidi Alexander, Roberta Tepper, Allan Mackenzie**

This year, TECHSHOW combines the best of "60 Sites," "60 Tips," and "Gadgets and Gizmos" into one rollicking, fast-paced session. We say goodbye to TECHSHOW 2020 with an hour of the latest in apps, work hacks, hot technologies, and more.

# LP Book BUCKS

All full Conference registrants will receive a **\$10 "LP Book Buck"** to use toward a book purchase at the ABA Law Practice Division (LP) Booth centrally located on the lower level. LP publishes innovative books focused on practice management, marketing, finance, and technology.

ABA TECHSHOW2020

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# Expo

HALL HOURS

Wednesday  
**02.26.20**  
WELCOME RECEPTION  
6:00 p.m.—7:30 p.m.

Thursday  
**02.27.20**  
8:00 a.m.—5:00 p.m.

Friday  
**02.28.20**  
8:00 a.m.—3:00 p.m.

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# Registration

## PRICING OPTIONS

	EARLY BIRD (by 01.13.20)	REGULAR (after 01.13.19)
<b>Full Conference Rates (3 Days)</b>		
LP Division Member	\$700.00	\$900.00
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Thursday Conference & EXPO	\$425.00	\$425.00
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Saturday Conference Only	\$250.00	\$250.00
<b>EXPO Hall Only Pass</b>	Free	Free
<b>CLE Materials Only</b>	\$395.00	\$395.00

\*One Day registration prices may not be combined. Full registration includes access to all educational programs and to the EXPO floor.

## REGISTRATION IS QUICK AND EASY AT: [WWW.TECHSHOW.COM](http://WWW.TECHSHOW.COM)

**Hotel Reservations:** The ABA Law Practice Division has secured special room rates at the Hyatt Regency Chicago for \$199.00/night. Be sure to register and book your hotel accommodations early to take advantage of the lower rates. Hotel registration information will be provided in your Meeting Confirmation Email. **Please note that you must be registered for the Conference before you can book a room at the Hyatt Regency Chicago.** Reservation must be made by 5:00 p.m. CST on **January 27, 2020.**

**Refunds:** Written requests for cancellations, prior to January 24, 2020, may be sent by e-mail to [ABATech@xpressreg.net](mailto:ABATech@xpressreg.net); by fax to 508-743-9679; or by mail to ABA/CDS/onPeak, ABA TECHSHOW 2020, 7 Technology Park Drive, Bourne, MA 02532. There is a \$50.00 administrative fee. After January 24, 2020, no refunds will be given. Any questions, please contact Lyndsey Kent at [lyndsey.kent@americanbar.org](mailto:lyndsey.kent@americanbar.org). Please include your Badge ID number on all correspondence. All cancellation requests must be accompanied by an explanation for cancellation.

## NEXT 20

TECHSHOW has worked with several great law schools to develop the Next 20 Track held during TECHSHOW. With eager faculty and staff from law schools around the country, we have developed a special program for faculty and staff interested in learning and sharing more about integrating technology and law practice management into law school curriculums.

## CLE Credit

The ABA will seek 10 hours of CLE credit in 60-minute states, and 12 hours of CLE credit for this program in 50-minute states including 3 hours of CLE ethics credit in 60-minute states and 3.6 hours of CLE ethics credit in 50-minute states. Credit hours are estimated and are subject to each state's approval and credit rounding rules. Please visit the program website at [www.techshow.com](http://www.techshow.com) for program CLE details or visit [www.americanbar.org/mcle](http://www.americanbar.org/mcle) for general information on CLE at the ABA.

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