TECHSHOW 2020

CONFERENCE
February 26 – 29

EXPO
February 26 – 28

CHICAGO, IL
Hyatt Regency Chicago

Presented by the
American Bar Association
Law Practice Division

www.techshow.com
#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
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:

**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**

**SPONSORED BY:**

After your first full day of sessions and EXPO, it’s time to unwind! Mingling 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.
### 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.

#### 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.

#### 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.

#### 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?

### 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.

### 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.

### 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.

### 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.
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.

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.

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.

8:45AM - 9:45AM  
**BY THE NUMBERS: BUILD A DATA-INFORMED MARKETING PLAN & BUDGET**  
Chelsea 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.

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.
## WEDNESDAY, FEBRUARY 26, 2020

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<tr>
<td>9:00 AM</td>
<td>Welcome to TECHSHOW 2020</td>
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### TECHSHOW 2020 Schedule

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## TECHSHOW Workshops

### Core Concepts

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<tr>
<td>8:30 AM</td>
<td>Apps Apps Everywhere: Tablet and Mobile Legal Practice</td>
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<td>Rise Up: Diversity, Leadership, and Innovation</td>
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<td>8:30 AM</td>
<td>The Intersection of Ethics and Well-Being</td>
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<td>8:30 AM</td>
<td>Limited Scope, Unlimited Possibilities</td>
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<tr>
<td>8:30 AM</td>
<td>Does It Compute: The Limits of AI</td>
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<td>EXPO Hall Break</td>
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<td>10:30 AM</td>
<td>Shark Bite: Phishing, Privacy, IoT</td>
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<td>10:30 AM</td>
<td>Inside and Out: How to Make Your Practice Accessible</td>
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<td>Walking the Walk: The Purpose-Based Practice</td>
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<td>10:30 AM</td>
<td>Using Market Insights to Differentiate Your Practice</td>
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<td>10:30 AM</td>
<td>The Hitchhiker’s Guide to AI</td>
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<td>10:30 AM</td>
<td>Power in Your Palm: Smartphone Friendly</td>
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<td>10:30 AM</td>
<td>Red Pill vs. Blue Pill: How Deepfakes Are Defining Digital Reality</td>
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### Next 2D

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<tr>
<td>3:00 PM</td>
<td>Order, Order: Law Firm Document and Knowledge Management</td>
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<td>3:00 PM</td>
<td>Blockchain101 for Law People</td>
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<td>Friend or Foe?: Tech and Well-Being</td>
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<td>Using Data to Develop Your Law Firm Growth Strategy</td>
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<td>Open the Pod Bay Doors: Problems with AI</td>
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<td>Loving the Luddites: Serving Tech Averse Clients</td>
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<td>Cloudy, With a Chance of Sanctions — or Success!</td>
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<td>4:00 PM</td>
<td>EXPO Hall Break</td>
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<td>Next Generation: Practice Management Applications</td>
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<td>Breakthrough: Change: Rules and Innovation</td>
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<td>Eureka: The Science of Lawyer Well-Being</td>
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<td>How to Partner Like a Pro</td>
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<td>Bridging the Justice Gap: AI and A2J</td>
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<td>Bespoke: What Design Thinking Can Bring to Your Practice</td>
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<td>OF PEN Tests and Policies: Firm Security Audits</td>
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### 12 Step

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### 60 in 60

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### DIY Video Creation for Lawyers

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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.

FRIDAY
02.28.20
CORE CONCEPTS
8:30AM - 9:30AM
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?

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.

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
**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.

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**RECESSION PROOF**

8:30AM - 9:30AM
**LAWYER WELL-BEING**
Laura O'Bryan, Jessica Bednarz
How well are you serving the middle class? There is a large population of under- 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
**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
**SING DATA TO DEVELOP YOUR LAW FIRM GROWTH STRATEGY**
George Pshirias, 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.
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.

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?
TECHSHOW 2020

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.

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.

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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Registration

PRICING OPTIONS

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| Single Day Passes (1 Day)* |                           |                          |
| Thursday Conference & EXPO | $425.00                   | $425.00                  |
| Friday Conference & EXPO   | $425.00                   | $425.00                  |
| Saturday Conference Only   | $250.00                   | $250.00                  |

| EXPO Hall Only Pass       | Free                      | Free                     |
| CLE Materials Only        | $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

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; 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 Lynsey Kent at lynsey.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 for program CLE details or visit www.americanbar.org/mcle for general information on CLE at the ABA.

A limited number of scholarships to defray registration fees may be available for government employees, public interest lawyers employed nonprofits, academics, and law students, as well as unemployed attorneys. To apply, send a letter outlining the basis for your fee waiver request to Lyndsey Kent at lyndsey.kent@americanbar.org. All requests must be received by February 1, 2020. For courses costing over $500, attorneys who qualify will receive at least a 50% reduction in the course fee(s). This does not include any reduction in meals, lodging or travel costs.