

Karnopp Petersen LLP invites you to join us...

Association of Legal Administrators Webinars:

As part of their education mission, the Association of Legal Administrators produces high-quality interactive ALA Webinars serving the informational needs of the legal community. At Karnopp Petersen we feel that it is imperative to our long-term success and profitability that we continue to educate ourselves in the areas of marketing, project management, organizational structure, leadership, technology and records management, which is why we have chosen to sponsor the following upcoming ALA Webinar series. All live Webinars count for CLM recertification credit and many live Webinars offer CLM credit for ALA applicants.

Wednesday, January 18, 2012 11:00AM (estimated time: 1 hour)

Selling Blue Elephants: Client Marketing, Retention and Loyalty (LI)

In today's challenging legal environment, every firm recognizes the value of client recruitment, retention and loyalty. Join this program to learn to scientifically evaluate all client contact opportunities and experiences. **Cost: \$10 (includes lunch)**

Wednesday, April 18, 2012 11:00AM (estimated time: 1 hour)

The Role of Legal Administrators in Legal Project Management—Unprecedented Opportunities & Current Challenges (CM)

In most law firms, lawyers—and legal administrators—know how to manage a case. Legal Project Management (LPM) is becoming an essential tool in today's economically challenging legal landscape—a tool that can, among other things, help you estimate how long different tasks should take based on historical benchmarks and then calculate a combined time estimate for the entire case.

Cost: \$10 (includes lunch)

Wednesday, July 18, 2012 11:00AM (estimated time: 2 hours)

Change Leadership: A Boot Camp to Drive Organizational Change (CM)

Leaders today recognize the imperative to change—only a small handful have the right tools and techniques to create effective change within their teams and organizations. Join this Webinar to discover how to apply critical change leadership concepts and tools. Through assessment tools, case studies, questions and participation we will learn to embed the learning and ensure skill development with this critical leadership skill. **Cost: \$10 (includes lunch)**

Wednesday, August 15, 2012 11:00AM (estimated time: 1 hour)

Records Management: The Bermuda Triangle (LI)

The right steps are essential to the successful implementation of a firm-wide paper and electronic records management program. Consider how to plan the program, manage the project, and more. Learn some of the key components of migrating your physical records to e-records and how to deal with the management of documents, records, e-mail and risk management policies. **Cost: \$10 (includes lunch)**

Wednesday, September 19, 2012 11:00AM (estimated time: 1 hour)

Of Foxes, Hedgehogs and Law Firm Profitability (FM)

There is an old adage that says "it is a curse to live in interesting times". The last three years in the American economy have indeed been interesting for everyone—especially American law firms. Have the responses been appropriate to the times we are experiencing or not. Does the current economic environment favor foxes or hedgehogs? The "hedgehog" answer to bad economic times is to slash costs. The "fox" answer is to rethink everything. While reducing costs can stave off disaster, it rarely leads to being a leader. Join this program to discover ways to use an economic challenge as an opportunity for future success. **Cost: \$10 (includes lunch)**



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