

# Sharing Success

## InsideLegal.com Events at ABA TECHSHOW Offer Tips, Best Practices to Attendees

### “Working with the Legal Media” Panel

ABA TECHSHOW 2010 attendees found out what content today’s legal publishers is looking for – and how to best submit it – during the event’s “Working with the Legal Media” session, presented by InsideLegal.com.

Featuring panelists John Delavan, Editor-in-Chief of the Association of Legal Administrators’ flagship magazines *Legal Management* and *ALA News*; Robert Yates, Executive Editor of *Chicago Lawyer* and *Chicago Daily Law Bulletin*; Reginald Davis, Assistant Managing Editor of the *ABA Journal*; and Joy White, editor of *Law Practice* and *Law Practice Today*, the panel discussion took place the day before the show’s official start. Jobst Elster, legal industry public relations expert and Vice President of InsideLegal.com, moderated the event.

In addition to providing an overview of each publication, the participants also discussed their preferences for receiving vendor news, each publication’s content guidelines and their social media efforts.



### IgniteLaw Event

More than 150 attendees came to the IgniteLaw event, which was held on the evening prior to the ABA TECHSHOW’s start and produced by Matt Homann of LexThink and JoAnna Forshee of InsideLegal.com.

Sixteen speakers – including a legal journalist, trial consultant, legal technology vendor experts, technologists and bloggers – were given six minutes each to address topics relating to the future of the legal profession.

Homann began the session by touching on a “clients are relevant again” theme. Other speakers covered topics including legal technology, legal media coverage and the ethics of attorney advertising.

Rocket Matter’s Larry Port, for example, spoke about the importance of software development for law firms. He also described his company’s practice of tracking progress by holding short, standing-room-only meetings during which staff members were asked to relate what they had done yesterday and today, and what obstacles they faced tomorrow.

Although all of the speakers posed engaging, interesting points, the six-minute plea for better practice management education – given by Tom Mighell, the voice behind legal research blog [www.inter-alia.net](http://www.inter-alia.net) — was a session standout.

Attorney and technology and marketing author Ari Kaplan — TECHSHOW’s 2010 keynote speaker — also provided one of the event’s most thought-provoking discussions. Using examples that compared playing Wii bowling with his daughter to law firm marketing, Kaplan encouraged firms to change their perspectives, stay focused and allow room to make mistakes.

The final two presenters — IP and technology attorney Doug Sorocco and attorney Ernie Svenson (also known as Ernie the Attorney) — shared thoughts on how small firms can remain competitive when facing off against large firms and how the increase in electronic communication can help firms move toward paperless environments.

1. Reginald Davis, Assistant Managing Editor of the *ABA Journal*, and Joy White, Editor of *Law Practice* and *Law Practice Today*, were among the media panel participants.
2. Panelists John Delavan, Editor-in-Chief of *Legal Management* and *ALA News*, and Robert Yates, Executive Editor of *Chicago Lawyer* and *Chicago Daily Law Bulletin*, pondered a question.
3. Another IgniteLaw presenter, Attorney Ernie Svenson stressed the feasibility of moving to a paper-free office environment.
4. The “Working with the Legal Media” panel got started with individual introductions.
5. Rocket Matter’s Larry Port discussed the importance of legal software development during the IgniteLaw events.
6. Vice President of InsideLegal.com Jobst Elster served as moderator of the “Working with the Legal Media” panel.