



The future of law practice: **in six-minute increments.**

presented by LexThink and InsideLegal

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Ignite Law 2011 Event to Focus on Legal Technology Futures

Producers Matt Homann and JoAnna Forshee set for 'bigger and better' encore to popular event

Atlanta, GA and St. Louis, MO – February 28, 2011—[LexThink LLC](#), a legal innovation consultancy, and [InsideLegal](#), the insider's guide to doing business in legal technology, today announced the return of [Ignite Law](#), an interactive and thought-provoking mind-sharing event focused on the future of law practice. Ignite Law 2011's theme, "The future of law technology in six-minute increments" is designed to bring together the most creative and thought provoking ideas focused on the profession's future. Ignite Law 2011 will focus on the future of the law technology, in honor of the celebration of the 25th anniversary of the ABA TECHSHOW, taking place on April 10 at the Hilton, the eve of TECHSHOW. The ABA Law Practice Management Section, which produces the annual ABA TECHSHOW, is one of the marquee sponsors of the event, and provides the evening's venue at the Hilton.

Ignite Law was inspired by the [Ignite](#) event format; a fast-paced, thought-provoking, high-energy evening of 5-minute talks by people who have an idea. While Ignite events are now being hosted globally and focused on building local city-wide connections, Ignite Law is the only Ignite event specific to the legal community.

"LexThink has always been about legal innovation and changing the practice of law in ways to benefit lawyers and their clients. Ignite Law is a natural extension of this philosophy," stated [Mathew Homann](#), LexThink founder. "The Ignite format of sharing clever and innovative ideas in short twenty-slide presentations is very engaging and keeps audience members involved and alert. Ignite Law2010 featured 16 legal thought leaders posing their questions following this six-minute presentation format, in honor of attorneys' six-minute billing increments. We look forward to seeing what topics are offered this year."

JoAnna Forshee, CEO of InsideLegal, states, “Last year we saw Ignite Law truly push the envelope as far as legal events go and provide incredible content due to the thought leaders that participated. The goal is to inspire new ideas and spark innovations surrounding the practice of law technology. The rapid fire presentation format and the opportunity for all players in the legal community – consultants, media, vendors, law firms, and associations - to actively participate make this a unique experience.”

In an effort to share Ignite Law 2011 with as many minds as possible, the producers have teamed with a multimedia company, to produce videos and audio of all presentations. All Ignite Law content will be available at www.ignitelaw.com as well as www.insidelegal.com.

Staying true to the spirit of Ignite, the Ignite Law event will be open to the public, on a first come first serve basis. [Ignite Law talk submissions](#) (will be submitted via the Ignite Law website) are open to all legal innovators and thought leaders and will be reviewed and approved by the Ignite Law 2011 producers. You can secure tickets to this [event here](#).

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About Ignite

Started by Brady Forrest, Technology Evangelist for O'Reilly Media, and Bre Pettis of Etsy.com, formerly of MAKE Magazine, Ignite was inspired by Pecha Kucha Nights, where speakers are given 20 slides, each shown for 20 seconds, giving each speaker 6 minutes and 40 seconds of fame. The first Ignite took place in Seattle in 2006, and since then the event has become an international phenomenon, with gatherings in Helsinki, Finland; Paris, France; New York, New York; and many other locations. Ignite has two parts: the Ignite contest, where people make things, and Ignite talks, where presenters get 20 slides and five minutes to make their point.

About InsideLegal

InsideLegal.com is the insider's guide to doing business in legal technology - both in the US and internationally - for legal technology thought leaders, vendors, consultants/technologists and law firm innovators. In addition to information on industry events, publications and personalities, InsideLegal.com focuses on legal technology industry market research and trends. InsideLegal.com was founded by JoAnna Forshee of [Envision Agency](#).

About LexThink

LexThink LLC is the world's first legal innovation consultancy. Founder Matthew Homann works with lawyers, law firms and legal vendors as a speaker, coach, consultant and facilitator, and uses out-of-the-box methodologies to help them find new and better ways to serve their customers and make more money.