

EDGENTUS WEBINAR SERIES

COURSE SUMMARY

Course Title: Post-Covid Law Practice Rebuilding

This 1-hour class focuses on practical steps to rebuilding a practice in a post-Covid environment. This course will provide practical guidance on numerous issues relating to law office management, client retention and meetings, and advanced digital marketing.

Learning Objectives:

Through this course you will learn:

- The effect of Covid-19 and shutdowns on law practices.
- The new environment to conduct law practice business.
- The new client experience, no-touch and distance appointments.
- Effective use of digital tools in law practice communications and management.
- Law office organization compliance with CDC rules.
- Managing staff in a post-Covid environment.
- Client acquisition in a no-touch, limited group world.
- Effective digital tools to help rebuild your practice.

Location: Online Webinar (Zoom Webinar Platform)

Hours: 1

Dates: August 13, 2020

Time: 1:00 pm ET – 2:00 pm ET

Presenters: Michael Anthony, JD

Level: Introductory/Basic

Prerequisites: None

EDGENTUS WEBINAR SERIES

COURSE OUTLINE

Post-Covid Law Practice Rebuilding

Date: August 13, 2020 Time: 1:00 pm ET – 2:00 pm ET

- I. Covid-19 and the Effect of Lockdowns on Law Practices
 - a. Remote office procedures
 - b. Limited client contact and interactions
 - c. Difficulty with high-touch experiences
 - i. Hearings
 - ii. Client Meetings
 - iii. Document Execution
 - iv. Client Marketing
- II. Tele-Law: Modernizing the Law Firm Experience
 - a. Digital communication options
 - b. Privacy concerns
 - c. Effective client communication methods
- III. Law Office Basics
 - a. Client Meetings
 - b. Waiting Room/Lobby Protocols
 - c. Staff Management
 - d. Physical Law Office Layout
- IV. Client Acquisition
 - a. End of Seminar/Workshop In-Person Events
 - b. Marketing Online Workshops
 - c. Using online digital tools for marketing