Leveraging Your ABA Author Experience

Presented with the ABA Standing Committee on Publishing Oversight (SCOPO), this fun and interactive non-CLE program is designed for ABA published and prospective authors who want to distinguish their books through marketing. These resources will make your author career a success. You will learn: guidelines to leverage your author experience to enhance your practice; how to effectively promote yourself as an author; what marketing services are offered by the ABA for its authors; and tips to identify other marketing resources to implement.

Everyone who attends an event scheduled during the Midyear Meeting must register. There is NO registration fee to attend the Midyear Meeting; however, a registration fee may be required to attend certain events. You can add these events on the Course Selection page under GPSolo when you register for the ABA 2019 Midyear Meeting. If you have already registered, access the registration page with your badge number and select upgrade to add an event. If you have any dietary restrictions or have any questions, please contact the Division at gpsolo@americanbar.org.

Friday, January 25, 2019

9:00 a.m. – 10:00 a.m.
Editors’ Advice

Speakers: Melanie Bragg, Bragg Law PC, Houston, TX and Chair, ABA Solo, Small Firm and General Practice Division; Donna Gollmer, Director of Publishing, American Bar Association, Chicago, IL; Bryan Kay, Director of Publishing — Editorial and Licensing, American Bar Association, Chicago, IL; and Jeff Salyards, Executive Editor, American Bar Association, Chicago, IL

10:15 a.m. – 11:15 a.m.

Authors’ Advice

Moderator: Robert Paul, East Hampton, NY

Speakers: Elizabeth Kelley, Law Offices of Elizabeth Kelley, Spokane, WA; Maureen McBrien, Brick, Jones, McBrien & Hickey LLP, Newtown Upper Falls, MA; and Dr. Artika Tyner, University of St. Thomas, St. Paul, MN

1:45 p.m. – 2:45 p.m.

Marketing Advice

Speakers: Jeffrey Frederick, PhD, ABA Author and Director, Jury Research Services, National Legal Research Group, Inc., Charlottesville, VA; and Jill Nuppenau, Director of Marketing, American Bar Association, Chicago, IL

3:00 p.m. – 4:00 p.m.

How Artificial Intelligence (AI) and Analytics Can Change Your Practice Session and Reception

Sponsored by Thomson Reuters

Join us for margaritas and light appetizers to learn from the Westlaw Product Management Team about how Artificial Intelligence (AI) and Analytics are being applied to data in new ways that provide insights previously unavailable to enable legal teams to work much faster and more cost-effectively.

Join us for these other events!

12:00 p.m. – 1:30 p.m.
Lead Like a Rock Star Lunch
Ticketed: $25 per person
Keynote Speaker, Kristi Staab, MBA, Chief Rock Star, Executive Coach, Henderson, NV
Kristi has been coaching and developing individuals, teams, and organizations to excellence in the areas of leadership, sales, and success.

4:00 p.m. – 5:30 p.m.
Women’s Initiative Network (WIN) Present and Powerful Speaker Series with Networking Wine and Cheese Reception
Presented with the ABA Law Practice Division with Keynote Speaker, Marianne Williamson, New York, NY.

6:30 p.m. – 8:30 p.m.
VIP Dinner with Marianne Williamson
Ticketed: $150 per person
Join us for an evening of fine dining at Old Homestead Steakhouse. Please be punctual because the entire party must be present to be seated. Space is limited so tickets must be purchased in advance and not at the door.

Listen to their podcasts with GPSolo in our podcast library: www.ambar.org/podcast.