



“Very well informed and articulate presenters. Very complete materials.”



**Law Bulletin Seminars** is part of the Law Bulletin Publishing Company, which has been an integral part of the greater Chicago legal community for over 150 years.

**Law Bulletin Seminars** leverages our company’s products and services – *Chicago Daily Law Bulletin*, *Chicago Lawyer*, *Sullivan’s Law Directory*, *Illinois Real Estate Journal*, *Midwest Real Estate News* and Real Estate Communications Group – to attract targeted audiences and provide high profile speakers adding credibility and objectivity to our events. Our attendees mirror the Company’s subscribers, and they include law firms, corporations, judges, government attorneys, real estate and other business professionals.

## Review Past Conferences

- Case Evaluation
- Real Estate Law
- Litigation Skills
- Annual Electronic Discovery
- Annual Corporate IP
- Employment Law
- Corporate Governance

Our Minimum Continuing Legal Education approved seminars enlist speakers expert in their practice areas and deliver presentations geared to provide the practitioner valuable, practical information. Attendees consistently validate the quality of our events in their survey responses with over 95% finding the programs fulfill their objectives and speakers consistently rated above average or excellent.

**Law Bulletin Seminars** partners with law firms and corporations to develop and produce events and to build effective marketing programs around their individual client development goals. Our conferences market sponsors to their targeted audiences through all of our publications, web sites, email blasts, direct marketing pieces and affiliations.

## Learn More Here

[Attendee Demographics](#)

[Sample Marketing Efforts](#)

[Sample Coverage in Chicago Daily Law Bulletin](#)

[2008 Conference Schedule](#)

[Underwriting Opportunities and Benefits](#)

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# case valuation

When to take the case When to settle

April 11<sup>th</sup> |  
October 24<sup>th</sup> |

Chicago Athletic Association  
University Club Chicago

## Meet the Speakers:

**Tim Cavanagh**

Lloyd & Cavanagh

**Bob Clifford**

Clifford Law Offices

**Michael Cogan**

Cogan & McNabola

**Brian Crowe**

Shefsky & Froelich

**Tom Demetrio**

Corboy & Demetrio

**James DesVeaux**

Travelers Indemnity Company

**Graham Gerst**

Kirkland & Ellis

**Hon. Thomas Hogan**

Circuit Court of Cook County

**Hon. Arthur Janura (Ret.)**

ADR Systems of America

**Bernie Judge**

Law Bulletin Publishing

**Shawn Kasserman**

Corboy & Demetrio

**Barry Montgomery**

Williams Montgomery & John

**Doug Palandech**

Foran Glennon Palandech &

Ponzi

**Tony Romanucci**

Romanucci & Blandin

**Ed Ruff**

Pretzel & Stouffer

**Michael Strom**

Staff Counsel for CNA Insurance  
Companies

Case valuation is a crucial skill at every stage of litigation: engagement, settlement and trial. This conference attracted a diverse group of litigators including plaintiff, defense, law firm and, in-house counsel. Our experienced panels of top trial lawyers and mediators identified the key factors to consider when assessing a case for settlement or trial.

We offered this conference twice in 2007 with the second edition building on the first by adding panel discussions on ADR, case studies examining the decision making process for case valuation, and the issues of confidential settlements.



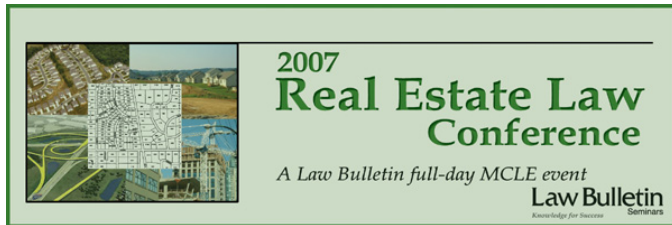
Top national litigators Tom Demetrio, Bob Clifford and Barry Montgomery, together with litigator turned Judge Thomas Hogan, shared tips on how they have successfully valued their cases over the years. Reviewing Illinois verdicts and settlements is crucial, the panel noted, together with a careful investigation of the facts and the plaintiff's need for a prompt recovery. See [sample marketing](#) and [Law Bulletin article](#).



Over 110 law firm, government and corporate attorneys learned the key considerations for case valuation.

Be a part of the premier litigation-focused MCLE program next year.

**Our 2008 Litigation Skills Series (3 conferences)**



[Check out the  
Marketing  
Banner Ad  
Law Bulletin article](#)



Over 360 real estate professionals attended our first Real Estate Law Conference with about one-third from corporations and two-thirds from law firms.

**Law Bulletin Seminars** appointed an Advisory Board of the top Real Estate Attorneys in Illinois to assist us in developing a full-day MCLE **Real Estate Law Conference on October 4, 2007**. The Conference brought together 63 leaders in the real estate industry covering 18 topics across 3 tracks of programming. Attendees received 6.75 MCLE credit hours, including 1 hour of professional responsibility credit.

**Law Bulletin Seminars** worked with its subsidiary Real Estate divisions – *Illinois Real Estate Journal*, *Midwest Real Estate News* and *Index Publishing* – to promote this event to the entire real estate industry. While the focus of the event was to provide the highest quality MCLE programming, a broad group of real estate professionals attended, including attorneys, paralegals, investors, developers, builders, architects, engineers, and more.



Over 360 real estate attorneys and professionals were able to choose from three tracks of programming covering residential, commercial, industrial, financing (public and private), zoning and land use, ADR in real estate transactions, construction issues, title insurance, condominiums, AIA contract negotiations, sustainable development, tax strategies and incentives, and more. There were programs at different levels of expertise to meet specific practice area needs. See the [agenda](#).

Don't miss this tremendous business development opportunity in 2008. Reserve your space now to be part of the 2008 Real Estate Law Conference.

# Litigation Skills Conference

SEPTEMBER 10, 2007 • HILTON CHICAGO

“Great diversity on the panels with the defense, plaintiff and neutral perspectives.”



A sold out crowd of 300 listened to expert panels on trial skills and negotiation skills.

Chicago's top litigators converged on September 10, 2007 for the Chicago Hilton for the Law Bulletin Seminars Litigation Skills Conference. The conference drew a sell-out crowd of 300 attorneys from solo/small firms, large firms, corporations, and government.

Attendees were offered two tracks of programming: one focusing on trial skills and the other on negotiation skills. With over 90 percent of cases filed never making it to trial, the importance of negotiation and ADR have never been higher. The conference

featured leading litigators from both sides of the aisle, as well as the perspective from the bench and mediator.

We reach the litigation market better than anyone through our Chicago Daily Law Bulletin, monthly Chicago Lawyer magazine, online Chicago Daily Law Bulletin, Sullivan's Law Directory, Jury Verdict Reporter, targeted eBlasts, direct mail, banner ads and more.



Leaders of the bench and bar discuss the changing role of "today's litigator"

[Check out the](#)

[Marketing](#)

[Banner Ad](#)

[Law Bulletin article](#)

If reaching the litigation market is part of your 2008 business development plans, you won't want to miss our special Litigation Skills Series. We are planning a three-event series that will draw hundreds in attendance and the interest of thousands more through our strong relationship with litigators.

Be part of what promises to be the premier litigation conference series in Chicago

Law Bulletin Seminars [2008 Litigation Skills Series](#)



2007 Annual  
**Electronic Discovery  
Conference**

Wednesday, June 20, 2007  
UBS Tower Conference Center

**Our annual E-Discovery conferences** draw a diverse audience from all sectors of the legal community – law firm, government, and corporate. We have federal magistrates, litigators, and forensic specialists presenting detailed explanations supported by real case experiences. This conference is the premier e-discovery-focused event in Chicago and should be part of your marketing plan if

your products or services fit in this space.

Our 2007 Conference focused on the new federal rules of civil procedure and how law firms and corporations need to change the way they handle e-discovery in the future. The panels covered the new scope of ESI, how companies need to get their digital house in order, strategies for the new meet and confer requirements and ethical traps for the unwary associated with forensics, spoliation and privilege. See [sample marketing](#).

Our conference was MCLE certified and offered professional responsibility credits as well.

In addition to face-to-face interaction with over 140 prospects, conference underwriters received exposure to over 10,000 Illinois litigators through our extensive marketing channels, including the *Chicago Daily Law Bulletin*, *Chicago Lawyer*, targeted eblast invitations, direct mail, banner ads and more.



Over 140 attended the Annual ED Conference featuring the inside-counsel perspective from Pauline Levy of McDonald's.



Attendees visited sponsor tables to discuss their e-discovery needs and learn about sponsor products and services.





Over 80 IP attorneys equally mixed from corporations and law firm attended our second Corporate IP Conference.

Just days after the U.S. Supreme Court handed down its decision in *KSR International* our expert panels analyzed the Court's string of recent decisions from *eBay* and culminating in *KSR*, and their impact. An audience of corporate counsel and law firm IP attorneys also learned about the challenges of online data under copyright law and the DMCA. Valuing IP assets for purposes of damages is a complex task made understandable by our damages expert.

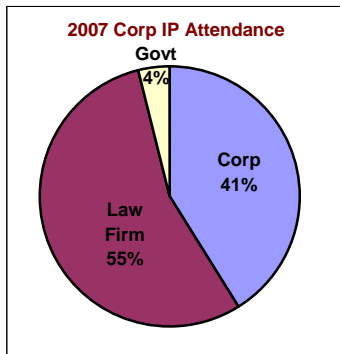
The 2007 conference built on our successful 2006 IP event where IP experts, corporate counsel and litigation consultants came together to discuss issues of patent protection and litigation, copyright protection, licensing and

strategic use of IP assets. See sample [advertising](#) and [direct mail](#).

The attendees for our Corporate IP events have been diverse with about 35% to 45% corporate counsel, 45% to 55% law firm attorneys and the rest from government, the judiciary and academia.



Glenn Perdue of CroweChizek highlighting the impact of *KSR*.



With the recent string of US Supreme Court IP decisions in the area of IP, increased judicial attention to long settled IP issues, and the ever present corporate goal of optimizing the value of their IP asset portfolio, this topic will continue to be "hot" in 2008.

*Reach IP practitioners and business leaders  
at our next IP event.*

# Employment Law Conference

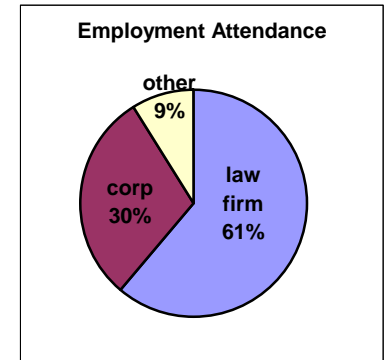
November 8, 2007  
University Club Chicago  
76 E. Monroe, Second Floor

November 8, 2007 |  
October 26, 2005

University Club Chicago  
Chicago Athletic Association

Our 2007 Employment Law Conference featured a keynote presentation by EEOC Regional Attorney John Hendrickson, followed by a discussion of best practices in employment litigation, protecting trade secrets, non-compete covenants, and ethical concerns surrounding pretexting and deception, featuring James Grogan, Deputy Administrator and Chief Counsel of the ARDC. The conference provided both MCLE and PMCLE (professional responsibility) credit for attendees. See the [Law Bulletin article](#).

130 attended the Conference including, corporate counsel, law firm employment and business attorneys, and government attorneys. The same demographics attended our 2005 Employment Law Conference and raved about the presentations, all of which received between a 4 and 5 on a 5 point scale. The 2005 conference also featured a keynote presentation by John Hendrickson, as well as sessions covering EEOC case law, wage & hour, retaliation claims, and FMLA.



Sponsor presentations were well received and prompted individual discussions during the breaks. The conference proved a great business development opportunity with the diverse group of attendees.

*Join our 2008 Employment Law Conference agenda and reap targeted business development opportunities.*

# Corporate Governance Conference

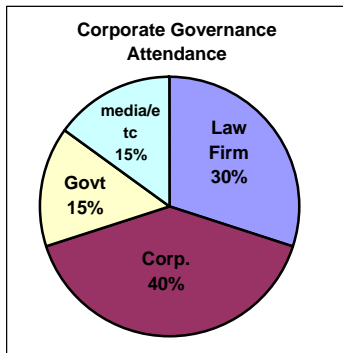
September 15, 2004 | University Club Chicago

Our 2004 corporate governance conference was co-hosted by the Chicago Chapter of the Association of Corporate Counsel. It pulled together the leading general counsels from local major corporations and practice group leaders from major law firms.

The program featured the first speech by the newly appointed SEC Regional Director Merri Jo Gillette. Among other topics, she addressed the meaning of “cooperation” and what you get for it under the Seaboard 21(a) Report. Other topics covered in the conference included an overview of key Sarbanes-Oxley provisions, a survey of compliance costs post-Sarbox, regulation of officers and directors under Sarbox, attorney reporting and whistle-blower complaints, and audit committees.



Merri Jo Gillette delivered a concise explanation of SEC policy for SOX investigations.



The audience was 40% corporate counsel, 30% law firm corporate attorneys, 15% government and judiciary, and the remainder included the media.

If you are trying to reach the corporate legal market, we have proven success in this area, and can help your business as well.

**Upcoming events** that reach the corporate counsel market include Corporate Intellectual Property, Electronic Discovery, White Collar Crime/Corporate Governance, and Employment Law.