

Ontario Bar Association's **TECHxpo 2.0**

Bringing the latest technology solutions to the legal profession

- Discover top emerging trends in legal technology
- Learn how to maximize your productivity with the best software solutions
- Find out how to improve client service (and referrals!)
- Use social networking to boost your business development
- and more!



EVENT GUIDE

October 23, 2014 • 9 am to 4:45 pm
Twenty Toronto Street Conferences and Events
20 Toronto Street, 2nd fl.



ONTARIO BAR ASSOCIATION
L'ASSOCIATION DU BARREAU DE L'ONTARIO
A Branch of the Canadian Bar Association
Une division de l'Association du Barreau canadien

The tools of the trade are ever evolving. Has your practice kept pace?

TECHxpo 2.0 is your chance to get hands on exposure to hardware and software specifically designed for the modern law office. Whether you're looking for practice management improvements or secure mobile applications, TECHxpo 2.0 will bring you face-to-face with developers, vendors and end-users of the most cutting edge legal technologies. A full day of programming is being developed to help you:

- **PROTECT** your data and devices from cybercrime, hackers and malware
- **EMBRACE** new technology for a more effective and efficient office
- **MASTER** social media to better build your brand
- **EXPLORE** the ethical challenges posed by cloud computing
- **EXPAND** your arsenal of tech tools and applications

Register for **TECHxpo 2.0** and discover the solutions that will make you and your practice faster, better and more profitable.



The OBA has been approved as an Accredited Provider of Professionalism Content by the Law Society of Upper Canada.



6.0 Professionalism Hours

REGISTER NOW!

Tele: 416-869-1047

Toll-free in Ontario: 1-800-668-8900

E-Mail: registrations@oba.org

Web: www.oba.org/TECHxpo

Program Chairs:

Michele R.J. Allinotte, *Allinotte Law Office Professional Corporation*

Christopher Jaglowitz, *Gardiner Miller Arnold LLP*

EVENT AT A GLANCE

8:15 am	Registration and Coffee	
9:00 am	Welcome & Opening Remarks	
9:10 am	60 Technology and Practice Management Tips in 60 minutes	
10:10 am	Exhibitor and Networking Break	
	Track 1	Track 2
10:40 am	Practising Safely and Ethically in the Cloud	10:40 am Using Macs in Your Law Firm
11:30 am	Health Break	
11:40 am	A Day in the Life of an iPad Lawyer	11:40 am Protecting Yourself from Cybercrime and Other Tech Dangers
12:30 pm	Lunch and Exhibitor Hall	
1:30 pm	Social Media Primer	1:30 pm Taking Social Media to the Next Level
2:20 pm	Health Break	
2:30 pm	The Ultimate Guide to Being a Mobile Road Warrior	2:30 pm Using Technology to Be More Efficient, Effective and Profitable
3:20 pm	Exhibitor and Networking Break	
3:35	60 Apps and Sites in 60 Minutes	
4:35	Closing Remarks followed by a Networking Reception	

8:15 am **Registration and Coffee**

9:00 am **Welcome & Opening Remarks**

9:10 am **60 Technology and Practice Management Tips in 60 Minutes**

This fast-paced session will cover the latest and greatest technology and tips for helping you do things faster, better and cheaper. We will show you how to improve client service, run your practice more efficiently and introduce you to applications and devices that will revolutionize how you practise law.

Dan Pinnington, *Vice President, Claims Prevention & Stakeholder Relations, Lawyers' Professional Indemnity Company (LAWPRO®)*

10:10 am **Exhibitor and Networking Break**

10:40 am **Track 1 — Practising Safely and Ethically in the Cloud**

Most of us are already putting data in the cloud, but we all need to know how to do it safely and ethically with client information.

- What is the cloud?
- Review of available cloud services and tools, including hosted services
- Office 365, Google Apps and other core tools
- The ethics of using the cloud
- How to evaluate cloud vendors for security and reliability
- How to store your stuff securely in the cloud

Russell Alexander, *Russell Alexander Collaborative Family Lawyers*
David Whelan, *Manager, Legal Information, The Law Society of Upper Canada*

Track 2 — Using Macs in Your Law Firm

More and more firms are going Mac, and they are now truly an alternative to PCs.

- The business case for going Mac
- The latest and greatest in Mac hardware and software
- Security issues you should address
- Power tips for power users
- Sharing documents with PC users
- Working on a Mac in a PC firm
- Running Windows programs on a Mac

Catherine E. Roberts, *Roberts Law (Dundas, ON)*

11:30 am **Health Break**

11:40 am **Track 1 — A Day in the Life of an iPad Lawyer**

Follow an iPad lawyer from dawn to dusk (and later) to see everything an iPad can do.

- iPad cases, keyboards and other gear
- Keeping your data safe
- Using an iPad in court
- Tips and tricks for getting your work done

Quinn Ross, *The Ross Firm Professional Corporation*

Track 2 — Protecting Yourself from Cybercrime and Other Tech Dangers

Cybercrime is a real and present threat to law firm data and trust accounts. Are you vulnerable?

- Know the greatest dangers: Email, cyber criminals, malware, hackers and other dangers
- Horror stories from real firms
- The steps you need to take to secure your data and systems
- Proper use of passwords
- Technology use policies
- Responding to a cyber breach
- Cyber insurance options

Ray Leclair, *Vice-President, Public Affairs, Lawyers' Professional Indemnity Company (LAWPRO®)*

12:30 pm **Lunch and Exhibitor Hall**

1:30 pm **Track 1 — Social Media Primer**

Thinking about getting social? Come to this session for the basics of starting and building social media presence.

- Overview of basic social media tools: LinkedIn, Twitter, Facebook, blogging
- Tips for getting started and building your profile
- Professional versus personal persona
- What you should write posts about
- Ethics of using social media
- How to find the time for social media

Sara R. Cohen, *Fertility Law Canada™ at D2Law LLP*
Omar Ha-Redeye, *Fleet Street Law*

Track 2 — Taking Social Media to the Next Level

So you're on LinkedIn but you want to do more. Come to this session for advanced social media guidance.

- Social Media and Practice Management
- Simple and Cost-effective Ways to Produce and Position Photo and Video to Market via Social Media
- The Implications of CASL on Marketing Your Practice via Social Media

Denise Lash, *Aird & Berlis LLP*
 Paige Backman, *Aird & Berlis LLP*
 Gwen Lim-Brydson, *Photographer/Videographer*

2:20 pm **Health Break**

2:30 pm **Track 1 — The Ultimate Guide to Being a Mobile Road Warrior**

With the right tools you can work on anything, anywhere, anytime. Come to this session to learn how.

- Take your office with you
- Tablet versus smartphone
- iPhone vs Blackberry vs Android
- Essential gear and gadgets
- Tips for surviving on the road

Bob Tarantino, *Dentons Canada LLP*
 Garry J. Wise, *Wise Law*

Track 2 — Using Technology to Be More Efficient, Effective and Profitable

Technology is the key to succeeding in a modern law practice. This session will give an overview of the key technologies you should be using.

- How to leverage technology
- How to run a paperless office
- Document automation
- Speech recognition software
- Digital dictation
- Scanners and digital copiers
- Beyond billable hours: How to slice and dice the financial numbers that matter

Tracey D'Aviero, *Virtual Assistant*
 Allan Oziel, *Oziel Law*

3:20 pm **Exhibitor and Networking Break**

3:35 pm **60 Apps and Sites in 60 Minutes**

End the day with a bang. Our closing panel will give you their favourite websites and apps for getting things done.

Michele R.J. Allinotte, *Allinotte Law Office Professional Corporation*
 Christopher Jaglowitz, *Gardiner Miller Arnold LLP*

4:35 pm **Closing Remarks followed by a Networking Reception**

Register now for OBA TECHxpo 2.0 to secure your spot. We look forward to seeing you there!

	Member	Non-Member	Student
In-person or Webcast	\$340*	\$450*	\$195*
Additional charge for hard copy materials:	\$60*	\$110*	

*plus applicable taxes

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Benefit by generating quality leads with senior level decision makers and purchasers, strengthening relationships with existing customers and reaching new prospects.

For more information, contact OBA's Sponsorship Fundraising Manager Nicholas Casimir at 416-869-1047 ext. 406 or by email at ncasimir@oba.org.