

WEBINAR TIMED AGENDA

- SETTING AND EXCEEDING CLIENT EXPECTATIONS WITHIN THE FIRM - **15 MINUTES**
- NURTURE THE CLIENT EXPERIENCE USING DIGITAL TOOLS - **15 MINUTES**
- TURN CLIENTS INTO RAVING FANS - **15 MINUTES**
- LIVE Q&A - **10-15 MINUTES**
- CONCLUSION - **2 MINUTES**



CHIP LAFLEUR *President at LaFleur Marketing*

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LaFleur is your forward-thinking digital marketing partner. We create innovative, data-driven marketing strategies and assets for law firms, healthcare organizations, and growing businesses.

Chip LaFleur entered the marketing world by dabbling over dialup on BBS sites when the first portal to "the Internet" appeared. Shortly thereafter, he picked up an HTML reference book and started coding and building early websites in between writing radio scripts, planning media budgets, and handling design work for a small ad agency in Grand Rapids, Michigan. As the landscape changed and traditional media fell behind the trackability and predictability of digital channels, he continued to focus more and more on emerging digital tools and platforms.

In 2011 Chip started to understand why a client of his had chosen to become a lawyer. Like many, he thought that we lived in an overly litigious country where in many cases, lawyers were the problem. His position dramatically changed over time as he started seeing the results of cases he had become familiar

with and hearing directly from people who had hired his client to represent them. Chip wanted to help more people understand the difference between a great attorney and a mediocre attorney. He knew that he could build systems that would help people find a great attorney when they needed one. He also knew that he could build tools that would help people remain more informed about their legal matters, whatever they may be.

Chip decided to assemble a team with the specific purpose of helping law practices communicate more effectively to the people who need them. He quit his agency job and created LaFleur. Tripling in size in the first year of operation, LaFleur Marketing has quickly become a recognizable name in the legal and marketing industries.



ANDY CITRIN
— INJURY ATTORNEYS —



ANDY CITRIN

Owner and CEO of Andy Citrin Injury Attorneys

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Andy Citrin Injury Attorneys fight for accident victims throughout Alabama and the Gulf Coast. We focus on complex car and truck claims and have built a reputation for our client-centered, results-driven approach.

Andy Citrin is the owner and CEO of Citrin Law Firm, P.C. He founded the firm in 1995 with the goal of helping injured people put their lives back together. His passion for protecting injured people has only grown since he opened the doors of Andy Citrin Injury Attorneys, and he has a history of winning numerous multi-million-dollar verdicts and settlements for his clients.

Before Andy started his own business, he worked with a prestigious trial firm as an appellate lawyer. He quickly gained a reputation as one of Alabama's leading experts on appeals, punitive damages, products liability law, procedure, evidence, tort reform, and protecting trial records. During his appellate years, Andy argued scores of appeals to the Alabama Supreme Court, many involving cases of first impression and many more involving seven- and eight-figure verdicts. Remarkably, Andy handled 17 appeals simultaneously with over \$100 million worth of verdicts and five cases of first impression challenging the tort reform package passed by the Alabama legislature in 1987.

The Alabama Supreme Court appointed Andy to serve on the Alabama Pattern Jury Instruction Committee. Andy also served as editor for the Alabama Trial Lawyers Journal and served on

numerous local rules committees. He has published papers and given lectures to large groups of lawyers and judges across Alabama.

Andy is featured in the Multi-Million Dollar Advocates Forum. He is board-certified as a civil trial advocate. Andy is one of the top 100 trial lawyers in Alabama and is recognized by the Bar Register as one of the community's most eminent professionals. In 2017, his law firm was named one of Alabama's best companies to work for.

Andy grew up on the blue waters of Hollywood, Florida, the fifth of six children. He left Florida to attend Tulane University in New Orleans, Louisiana. At Tulane, he served as president of the Kappa Sigma fraternity. Andy graduated with a Bachelor of Arts degree in economics in 1983. He then attended Cumberland School of Law in Birmingham, Alabama. Andy served as the articles editor for the American Journal of Trial Advocacy and was awarded the Curia Honoris award by the law school faculty and graduated cum laude.

Andy is married to Jeannie Little Citrin, and they have four children: Sarah, Katherine, Andy, and Gigi, and one grandson, Liam Cook. They are the joy of his life and his inspiration to continue to fight for justice.



ANDY CITRIN
— INJURY ATTORNEYS —