

FOR BAR ASSOCIATIONS, FIRM WORKSHOPS AND TECHNOLOGY CLE · KEYNOTE · SESSION ·
HANDS-ON WORKSHOP

Building a Brain for Your *Firm*

Every inquiry answered. *More cases signed.*

Your members set up a brain on the firm's own computer that finds every result, review, bio and photo the firm owns and builds the marketing from it: practice area posts in every size, newsletters, client guides and the follow-up for every caller who did not sign. Attorneys approve, and the firm gets back the hours this takes by hand.

**Every caller followed
up**

Day 1, 7, 14 and 30

**Florida Bar CLE
provider**

Law Advertising Agency

20 to 120 minutes

Keynote, session, workshop or CLE
course



Steve Schadt

Speaker · Sarasota, Florida

steve@schadt.com

941-400-0104

speaker.schadt.com/law

What your members learn

Every firm already owns its best marketing: case results, client reviews, attorney bios, photos and video, spread across the website, review sites, inboxes, phones and old drives.

This session shows attorneys and staff how to put all of it into a firm brain: one folder on the firm's own computer, behind the firm's own passwords, and an AI assistant that gathers the assets automatically and builds the marketing and the client follow-up from them. Attendees see what the brain builds, from a single practice area post to a full intake follow-up sequence, and leave with the steps to set up the same brain the next week. Nothing is sold from the front of the room.

Save time

Every result, review, bio and photo found and filed automatically. Follow-up, client updates and posts are written by the brain while attorneys work their cases.

Save money

Posts, newsletters, client guides and video made in-house, from the photos, results and reviews the firm already owns.

Sign more cases

Every caller who did not sign followed up on day 1, 7, 14 and 30, the best reviews in front of every new caller, and every client asked for a review when the case closes.

Attendees will be able to

- 01** Consolidate every case result, review, attorney bio, logo, photo and video from the website, review sites, inboxes, phones and old drives into one firm brain.
- 02** Use the brain to build practice area posts and short videos for Instagram, Facebook, LinkedIn and YouTube, a results page for each practice area and a consultation packet.
- 03** Turn every review from Google, Avvo, Yelp and Facebook into review cards for the website and social media, and ask every client for a review when the case closes.
- 04** Answer every inquiry with a personal reply, follow up on day 1, 7, 14 and 30, and send every client a plain update as the case moves.
- 05** Build newsletters, client guides and referral partner email in-house, from the firm's own results and reviews.

20 min Keynote	60 min Session with examples and questions	90 to 120 min Hands-on workshop, every attendee on a laptop	60 or 90 min CLE course, AI in the Firm
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AUDIENCE

Attorneys, managing partners, paralegals, intake staff, office managers and marketing staff. No coding.

ROOM NEEDS

Projector and screen, 16:9, HDMI or USB-C. Lavalier or handheld microphone. The workshop needs Wi-Fi for laptops.

WORKSHOP EXTRAS

Every attendee gets a USB drive with the brain template, tools and worksheets, and leaves with their own brain working.

AI in the Firm, Without the Malpractice

For bar associations, sections and firms that run technology CLE. Law Advertising Agency is a Florida Bar CLE provider. 60 or 90 minutes, product-neutral, no tools endorsed.

Attorneys learn where AI saves the firm hours today, how to use it with client information, and leave with the firm's AI rules on one page.

The course shows how generative AI writes, why it can invent a citation, and the checks that keep one out of a filing. It maps AI use onto the duties attorneys already work under: competence, confidentiality, supervision of nonlawyer assistance, fees and advertising, with Florida Bar Ethics Opinion 24-1 and ABA Formal Opinion 512 as the standards.

ONE-PAGE FIRM AI POLICY

Approved tools, banned inputs, named reviewers, disclosure, logging, training and the incident path, filled in during the session.

EIGHT VENDOR QUESTIONS

The questions to put to any AI vendor before the firm signs, and the sandbox pilot rule.

THE GREEN LIST

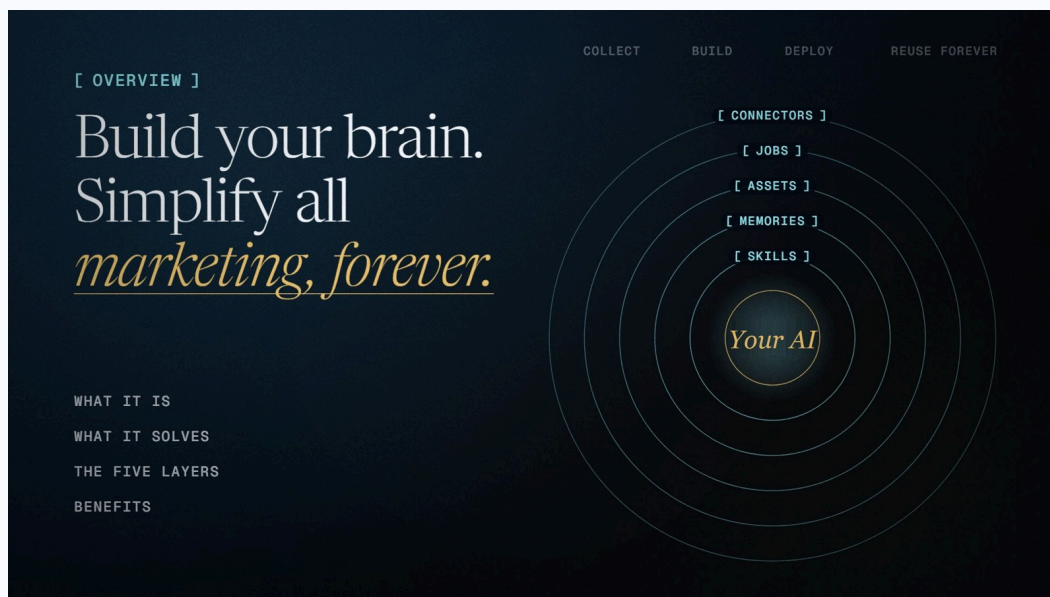
The work AI does for the firm today when the input is public or de-identified.

COURSE SCHEDULE, 60 MINUTES

0:00	5 min	How AI writes, and why it can invent a citation
0:05	10 min	Prediction versus retrieval, with examples
0:15	10 min	The green list: approved uses with public or de-identified input
0:25	10 min	Client information and informed consent: Florida Bar Ethics Opinion 24-1
0:35	10 min	Competence, confidentiality, supervision, fees and advertising: ABA Formal Opinion 512
0:45	8 min	Eight questions for any AI vendor, and the sandbox pilot
0:53	7 min	The one-page firm AI policy, filled in during the session

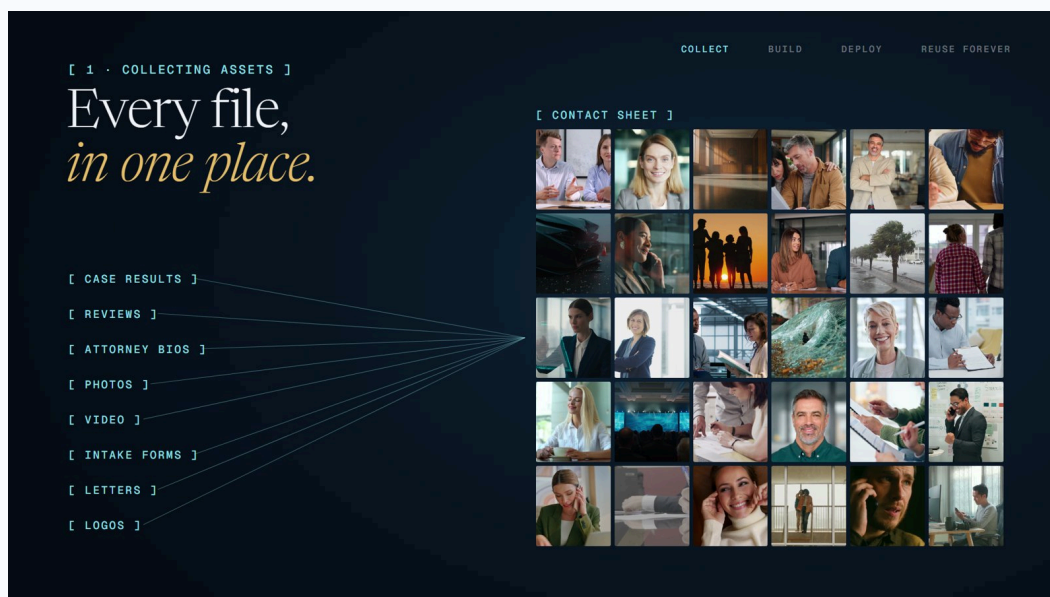
The 90-minute version adds 20 minutes of worked examples and 10 minutes of questions.

Seven chapters, one brain



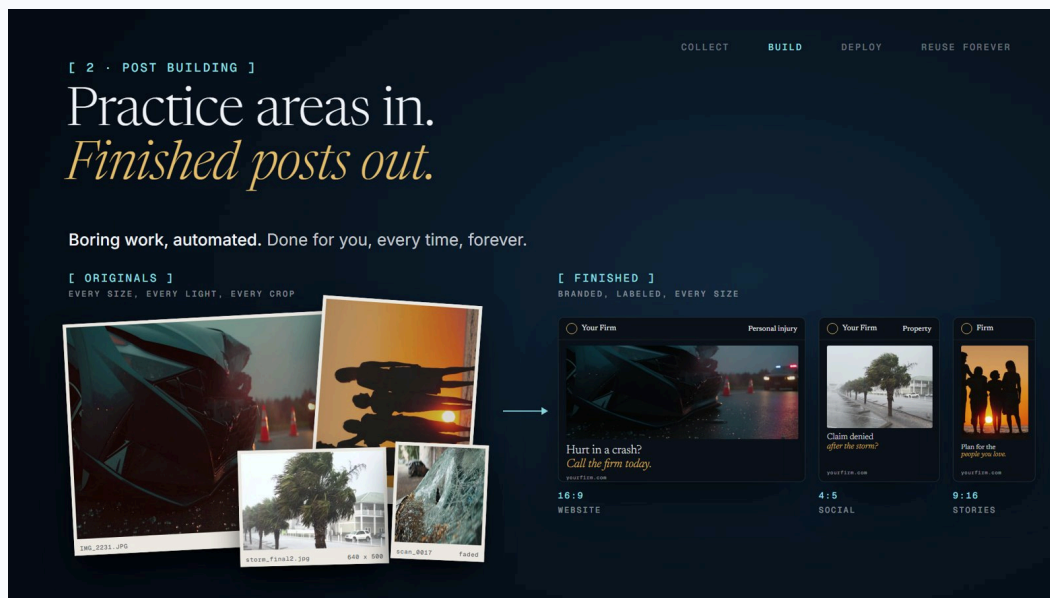
01 Build your brain

One folder on the firm's own computer, behind the firm's own passwords. Any AI assistant reads it, so it never starts from scratch and never needs the firm explained again.



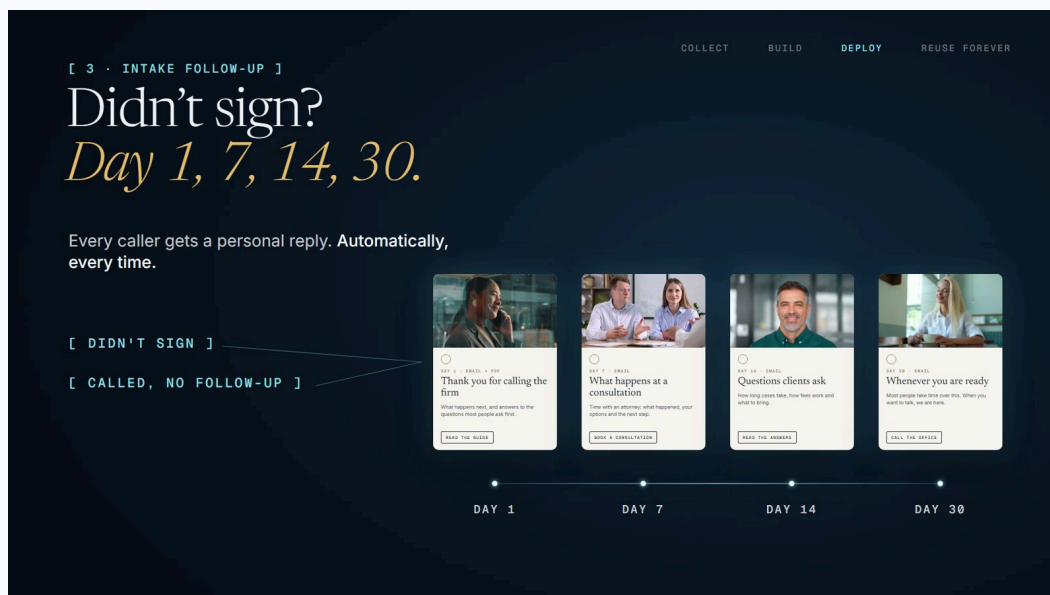
02 Every file, in one place

Case results, reviews, attorney bios, photos, video, intake forms, letters and logos, gathered automatically from the website, review sites, inboxes, phones and old drives.



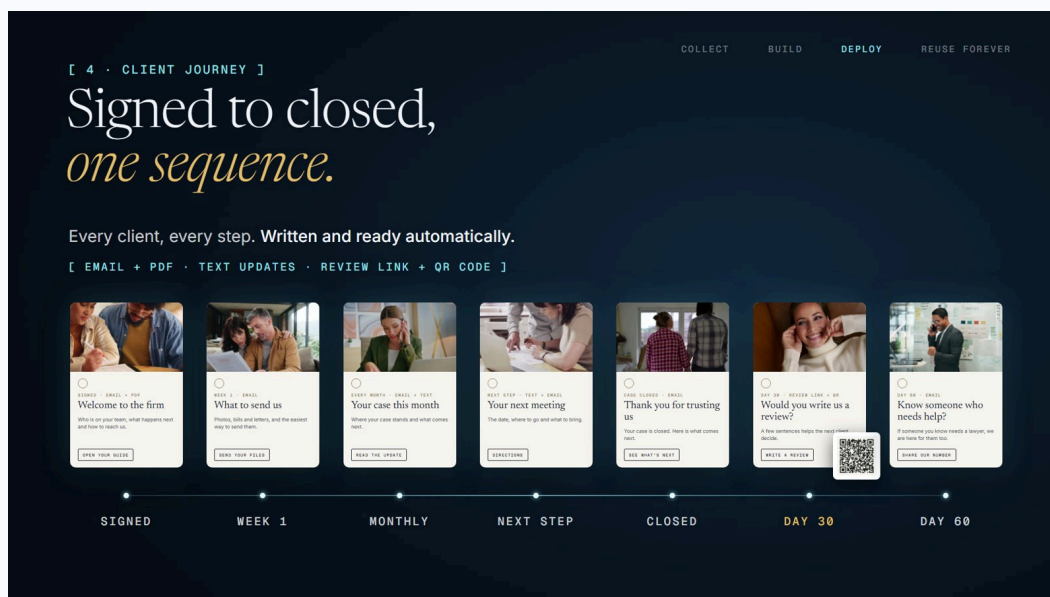
03 Practice areas in. Finished posts out.

Photos in every size, light and crop go in. Branded posts for every practice area, at every size social media needs, come out. Boring work, automated: done for you, every time, forever.



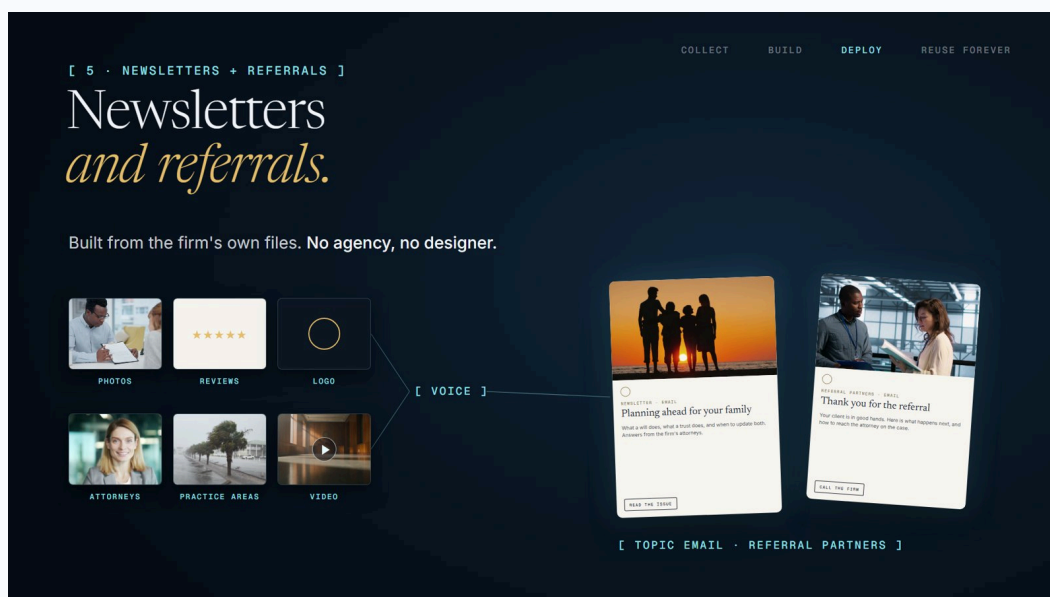
04 Didn't sign?

Every caller who did not sign gets a personal reply on day 1, then follow-up on day 7, 14 and 30. Automatically, every time.



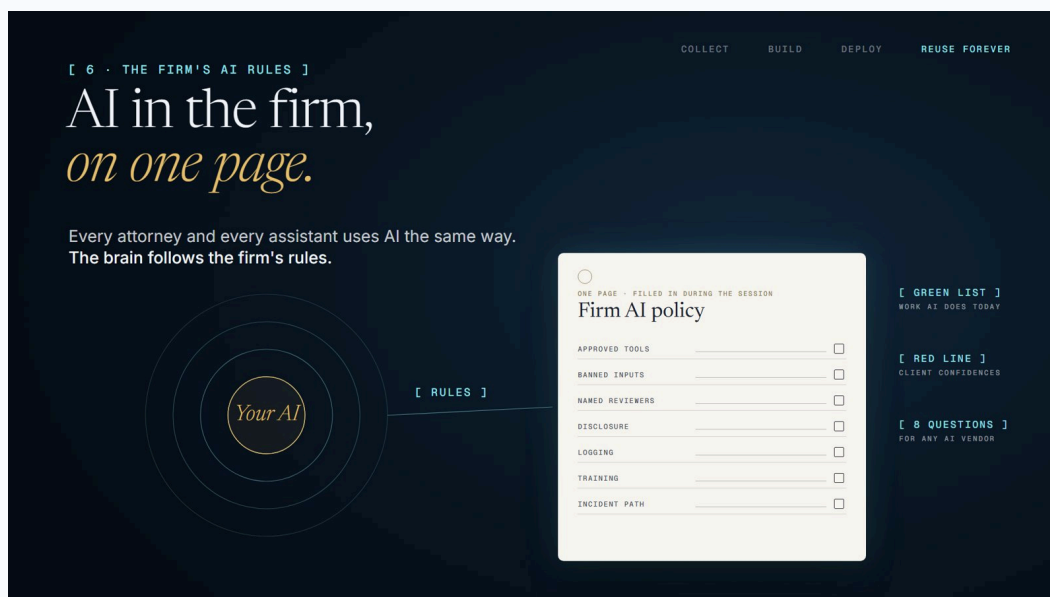
05 Signed to closed, one sequence

Welcome guide, what to send, monthly case updates, next-step reminders, a thank-you at the close, a day 30 review request with a QR code and a day 60 referral note. Written for every client automatically.



06 Newsletters and referrals

Newsletters for past clients and email for referral partners, built from the firm's own photos, reviews and attorneys, without an agency.



07 AI in the firm, on one page

Approved tools, banned inputs, named reviewers, disclosure, logging, training and the incident path. The brain follows the firm's rules on every job, and the CLE course fills in this page.

HOW IT RUNS

Keynote

The seven chapters, the reel and a practice area post in every size. Members leave knowing what a firm brain does and what it saves.

Session

The seven chapters with examples across personal injury, property insurance, family law and trusts and estates, the setup steps, and time for questions from attorneys and staff.

Workshop

Every attendee builds their own brain on a laptop from the USB drive: files gathered, a post built, intake follow-up written.

ABOUT

Steve Schadt



Steve Schadt started as an art director at McCann Erickson on major international advertising accounts, then served as director of corporate development and creative director at Einstein Medical.

He was an early adopter of AI for marketing and is an expert in generative AI search: how ChatGPT, Gemini and Google's AI answers decide who to recommend. His own company runs every day on an AI brain he built from plain files on its own computers.

He has spoken to the San Diego County Bar Association, and Law Advertising Agency, his company that builds marketing for law firms, is a Florida Bar CLE provider. He has also lectured to plastic surgeons, dermatologists, ophthalmologists and dentists at national societies and local associations. His sessions are hands-on, and attendees leave with working tools that save time and make money.

McCann Erickson

Art director

Einstein Medical

Creative director

Generative AI search

How AI answers choose

Florida Bar

CLE provider, Law Advertising Agency

UC Santa Barbara

BFA, fine art

U.S. Coast Guard

Licensed captain

Lectures across law, medicine and dentistry

LAW

San Diego County Bar Association

Speaker

PLASTIC AND AESTHETIC SURGERY

Foundation for Facial Aesthetic Surgery

Faculty, three sessions

Vegas Cosmetic Surgery & Aesthetic Dermatology

Lecturer, marketing track

American Med Spa Association

Lecturer, marketing track

The Aesthetic Society

Panel member

Florida Society of Plastic Surgeons

Panel member

American Society of Plastic Surgeons

Panel member

EYE, LASER AND SKIN

American Society of Cataract and Refractive Surgery

Lecturer, marketing track

American Society for Laser Medicine and Surgery

Lecturer, marketing track

American Academy of Ophthalmology

Panel member

American Academy of Dermatology

Presenter

DENTISTRY

American Academy of Implant Dentistry

Panel member

The Nash Institute

Educator and trainer

Tampa Bay Area Dental Association

Speaker

Sarasota County Dental Association

Speaker

ONLINE

Einstein Medical webinar series

Practice marketing for physicians, dentists and staff

LOCAL AND REGIONAL

State societies and study clubs

Medical, dental and marketing events

TOPICS PRESENTED

AI, Art and Advertising · The Future of Search Engine Optimization in an AI-Driven World · Setting Up a Photo/Video Studio in Your Practice · Story Driven Marketing, the Value of Real Patient Stories · Digital Production and Large Video Files · Storytelling With Video · SEO for Implant Dentistry · LASIK Marketing Secrets

“Great ideas! I have a lot to implement. Thanks. Very well organized and well done.”

G. Gregory Gallico III, MD · Boston, MA

“This session was fantastic. Steve Schadt is the BEST; his energy and presence were palpable throughout his enthusiastic presentation. He is simply outstanding.”

Carlos Burnett, MD · Westfield, NJ

“I learned how social media can help the practice and how to use internet marketing tools. It was Great!”

Frank Yelian, MD · Irvine, CA

“I learned how to break down and analyze my practice design and copy”

Gavin Sandercoe, MD · NSW, Australia

“I started looking at objections from a different perspective and found out the importance of following a script to overcome objections.”

Cheryl Summa · Registered Nurse

“Good content with ideas that can be put into action right away!”

Tom Armstrong, DDS · Bakersfield, CA

“I knew very little about the benefits of social media so I learned a lot - very well done”

Juris Bunkis, MD · Los Angeles, CA

“Excellent, I learned important tips about photography.”

Mahamood Kara, MD · Ontario, Canada

“It was great - I learned how important any call to the practice is, even if they are not ready.”

Sondra Osorio · Patient Coordinator

SPEAKING REQUESTS

Book the *session.*

steve@schadt.com

941-400-0104

MEETING

Name, date and city

FORMAT

Keynote, session, workshop or CLE course

AUDIENCE

Attorneys, staff or both, and expected size

DEADLINE

When the program needs title, abstract and objectives