

Modern Law Practice Series: Consumer-Facing Service and the Impact on Law Practice

April 13, 2017

TN Bar Center – Nashville, Tenn.



Total Credits: 3 Dual

Just as trends in technology and innovation are reshaping the way in which law is practiced, they're also changing the preferences and motivations of the modern legal consumer. Many experts are theorizing that in order for firms to thrive in the future, they'll need to take the impulses of these consumers into account and provide services tailor-made for their clients' needs.

This session, hosted by the TBA Special Committee on the Evolving Legal Market, will examine the ways in which consumer-facing companies like Avvo and LegalZoom have capitalized on tailoring services to the needs of the modern legal client. It will also explore emerging trends in the delivery of legal services and how focusing on consumer behavior could benefit your law firm.

8:30 a.m. – 9 a.m.



Registration and Welcome

9 a.m. – 10 a.m.

Practicing Law in a Wal-Mart

In response to competition from online providers such as Avvo, LegalZoom and Rocket Lawyer, The Law Store was created to provide its clients with quick and affordable legal services in a setting that already offers low prices and convenience—Wal-Mart. CEO, Ed Hershewe, will discuss his vision and motivation behind The Law Store and how the changing legal market created a new avenue for his business.

Ed Hershewe, *The Law Store*

10 a.m. – 11 a.m.

Consumer-Facing Services Panel

Dan Lear, *Avvo*

Robert Aicher, *ZeekBeek (CloudLaw)*

Matthew Horn, *Legal Services Link*

Brian Faughnan, *Lewis Thomason*

11 a.m. – 11:15 a.m.



Break

11:15 a.m. – 12:15 p.m.

Overview of Consumer-Facing Services in a Changing Legal Market

Ben Barton, *University of Tennessee College of Law*