

ONE400

Speaker Proposal California Bar Associations

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Who is ONE400?



The law profession is undergoing a technological evolution that has transformed how legal services are performed, managed, delivered, and marketed.

ONE400 is at the forefront of the law innovation spectrum, helping law firms, legal tech companies, and legal support organizations (e.g., bar associations, litigation support companies, etc.) understand and utilize the power of technology, automation, legal services product development and digital marketing. While ONE400's work is intended to drive innovation and competitive differentiation, it is always guided by deep knowledge of the rules of professional conduct that govern the profession.

ONE400 has worked with some of the most innovative brands in law. The technologies that we have developed for clients are often used as examples for how modern law firms should operate and market their services and often lead to keynote speaking engagements for clients. Our industry reach and unique market position allow us to share best practices identified over hundreds of innovative law firms and legal technology companies with your audience.

Why Consider Us For Your Conference?

ONE400 and its team of experts can share their knowledge in a lively, informative program focusing on one subject or covering a range of topics, from legal product development, creating access to justice through technology, modern law firm best practices, to sales and the marketing of legal services.

Founded by Allen Rodriguez, a 21 year legal industry veteran of Legalzoom and the L.A. County Bar, ONE400 makes it easy to understand that change is something for lawyers to embrace, not fear. If the competition is harnessing 21st century capabilities to maximize ROI, build a brand, spread the word and grow their business, then standing still means being left behind.

We can tailor a program to fit your meeting and your audience, in terms of length and style, as we have done for numerous other legal associations and industry conferences.





Some conferences we've spoken at:

International Association of Lawyers <https://www.uianet.org/en>

Clio's Cloud Conference <https://cliocloudconference.com/>

Florida State Bar Annual Meeting <https://www.floridabar.org/>

Group Legal Services Association <https://glsaonline.org>

Legal Week NYC <https://www.event.law.com/legalweek>

Atlanta Legal Tech (Keynote)
<https://www.atlantalegaltech.com/>

LegalShield Elevate Conference
<https://elevate.legalshield.com/>

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Talk Synopsis



Client Intake - Finding a Balance Between Technology, Automation and Customization.

Many solo and small firms struggle with properly planning for a client's customer journey. From prospecting to engagement, firms often wrestle with time management, prioritizing critical data, choosing the right vendors and, which tools and technology are best suited for their immediate and long-term needs.

One thing we do know, is that lawyers have too much to do and not enough time. As much as lawyers want to be available for their clients (or prospects) 24/7, that isn't always realistic. So at the very least, identifying tools to help maximize flexibility, automate key tasks and track valuable data, all the way through to client engagement, can have a significant effect on a firm's bottom line.

During this presentation, we will discuss best practices, trends and tools that can be used to improve operational efficiencies. From choosing the right CRM, mapping out workflows, and identifying cost-effective software to save time and money, attorneys should feel comfortable that their internal operations will allow them to engage with, and respond to prospective clients in a way that is timely, professional and personal.

Key takeaways from the presentation:

- How to identify which areas of your practice can benefit from automation
- What legal technology tools can save you time and money, and help take the pain out performing tedious administrative tasks
- Identifying which KPIs are most important for law firm growth and scalability
- Understanding what information potential clients are looking for and how to properly deliver value during the intake process

Landon Glover Bio

Landon is not only a licensed attorney and member of the State Bar of California, he is a seasoned marketing professional with nearly a decade of experience working in the legal industry. He has experience navigating and growing a solo practice and understands the unique nuances of the industry along with many of the pain points attorneys face today.

Landon is currently the Director of Business Development and Strategy at ONE400 where he helps law firms and legal tech organizations gain market share and deliver value by identifying and implementing data-driven marketing, technology and business solutions. Prior to ONE400 he led the Sales and Business Development Team for the legal focused marketing agency, Next Level Marketing.

Over the course of his career, Landon has gained valuable experience in the areas of Branding and Marketing, Sales, Product Development, as well as Data Analysis and Analytics. He first got his start in the entertainment industry, working in the branding and digital media department for LA based agency, United Talent Agency.

A graduate of University of Miami, School of Law, Landon is able to leverage this knowledge and understanding of various service-based industries, with his past experience in technology innovation, business development and marketing strategy, providing a unique perspective into their application to today's legal landscape.



Thank you!

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