



STATE BAR  
OF WISCONSIN

P.O. Box 7158, Madison, WI 53707-7158

# A Cybersleuth's Guide to Conducting Effective Internet Investigative Research

*Featuring Carole Levitt and Mark Rosch*

**LIVE SEMINAR:** Friday, December 20, 2019 – Madison

**LIVE WEBCAST:** Friday, December 20, 2019

**WEBCAST REPLAY:** Tuesday, December 31, 2019

Thursday, January 9, 2020

Saturday, January 18, 2020

Wednesday, January 29, 2020

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(800) 728-7788



STATE BAR OF WISCONSIN  
**PINNACLE**

# A Cybersleuth's Guide to Conducting Effective Internet Investigative Research

*Featuring Carole Levitt, Esq.  
and Mark Rosch*



**7 CLE**

Programs start December 20. Register today!

# A Cybersleuth's Guide to Conducting Effective Internet Investigative Research

Featuring Carole Levitt and Mark Rosch



## A light at the end of Google

Does embarking on an internet search make you feel like you're entering a black hole? The world wide web may feel like an abyss, but with a bit of digging in the right places, you can unearth a massive amount of information for little to no cost.

In *A Cybersleuth's Guide to Conducting Effective Internet Investigative Research*, internationally-recognized speakers and best-selling authors Carole Levitt and Mark Rosch will show you how to research online like a private investigator. You'll learn how to:

- Conduct more sophisticated and targeted Google searches
- Uncover news from current and archival sources
- Track down deleted or altered web pages via The Wayback Machine
- Find someone on the web, even if they use a pseudonym
- Use social media sites to obtain useful information about parties, lawyers, judges, experts, jurors, and current & potential clients
- And more!

## Who should attend

- All lawyers, paralegals, and legal assistants wanting to improve their online research skills

## How you'll benefit

- Master quick and simple methods for generating more effective internet searches
- Understand the key differences between public records, publicly available information, and proprietary information
- Find out how to locate people online, even if they use pseudonyms
- Know how to overcome social media discovery issues
- Learn how to access information from expensive databases for free

## Star-worthy research starts here

Become a supernova researcher by making the most of free or low-cost investigative and background research resources on the internet. **Register today!**

**SPECIAL BONUS:** Attendees of the live Madison seminar will receive a copy of the presenters' book, *The Cybersleuth's Guide to the Internet* 14th edition revised 2019. Webcast attendees will receive PDF excerpts from the book.



## Dates

## Location

### LIVE SEMINAR:

Friday, December 20, 2019  
Madison, State Bar Center  
5302 Eastpark Blvd.  
Madison, WI  
(608) 257-3838

### LIVE WEBCAST:

Friday, December 20, 2019

### WEBCAST REPLAYS:

Tuesday, December 31, 2019  
Thursday, January 9, 2020  
Saturday, January 18, 2020  
Wednesday, January 29, 2020

## Credits

This program has been submitted to the Wisconsin Board of Bar Examiners for up to **7 CLE credits**. It does not qualify for EPR credits.

## Registration

**Online:** [www.wisbar.org/seminars](http://www.wisbar.org/seminars)

**Phone:** (800) 728-7788

**Fax:** (608) 257-5502

**Mail:** State Bar PINNACLE

Registrations

P.O. Box 7158

Madison, WI 53707-7158

**State Bar CLE/PINNACLE Passbook Registrations:** Passbook Certificates must be received by the State Bar at least one business day prior to the event. For live and video seminars, walk-in registrations with the Passbook Certificates are welcome.

**Registration Cancellations:** Please visit [www.wisbar.org/cancellation\\_policy](http://www.wisbar.org/cancellation_policy) for information on PINNACLE registration cancellation policies.

**Course materials for those attending the seminar:** All live seminar attendees will receive printed course materials for this program. Course materials will be provided to webcast seminar participants in PDF format, downloadable from *myStateBar* on [wisbar.org](http://wisbar.org) up to four days prior to and 90 days after the seminar.

**Note:** Course materials for this program will be provided to seminar participants ONLY and will not be available for sale following the program. **Register today!**

## What past attendees have said about this program:

"Good presentation with appropriate amount of humor and lots of examples. Explained examples clearly. I look forward to making use of the course materials."

"I rarely, if ever, give marks this high. Really useful content. Excellent mode of presentation."

# Schedule

8:30 AM Registration

## MORNING SESSION

### Mastering Google for Investigative/Due Diligence Research

9:00 AM Learn Google Tips and Tricks and Other Internet Search Strategies

- Discover if lawyers have a duty to Google
- Create more effective searches to locate crucial information you might otherwise miss
- Discover hidden search features, secrets, and shortcuts
- Key into Google's "advanced search" menu to create more sophisticated and targeted searches
- Filter search results to find precise information
- Find addresses, phone, fax, and cell numbers for service of process, etc.
- Uncover news from current and archival sources
- Keep on top of your research using free alerts
- Find images and learn about reverse image search
- Learn why you need "cache"

#### The Wayback Machine

- Track down deleted or altered web pages
- Find out how to get Wayback Machine pages admitted into evidence

#### Other Search Engines and Meta-Search Sites

12:15 PM Lunch (on your own)

## AFTERNOON SESSION

### Investigative/Due Diligence Research Strategies

1:15 PM Learn How to Search Like a Private Investigator

- Understanding key differences between public records, "publicly available" information, and "proprietary" information
- Glean personal information from search engines
- Learn to use inexpensive data broker databases to create dossiers about your subjects
- Develop more effective internet investigative search strategies
- Find out how you can uncover driver's license or vehicle records
- Mine the web for missing people
- Dig up death records, birthdays, and Social Security Numbers
- Extract background information from dockets
- Unearth bankruptcies

#### Find Out How to Access Expensive Databases... for Free... to Find:

- Factual information
- Background information
- Full-text newspaper and magazine articles, and press releases

#### Master Quick and Easy Methods to Retrieve Background Information From Public Records and Publicly Available Sites From:

- Online telephone/address directories to obtain information for service of process, etc.
- Public record portals
- Criminal records and sex offender registries
- S.E.C. filings

#### Discover How to Use Facebook and Other Social Media Sites for Investigative Research

- Find out "secret" ways to learn if someone has a Facebook account if they use a pseudonym on their profile
- Successfully navigate through many social media sites to:
  - Obtain useful background/investigative information about parties, lawyers, judges, experts, jurors, and current/potential clients
  - Find information to attack a party or witness' credibility
  - Uncover fraud
  - Seek out the smoking gun
- Explore whether you can obtain social media profiles by subpoena
- Learn about overcoming social media discovery issues
- Find out how to authenticate social media profiles and get them admitted into evidence

4:30 PM Program Concludes

**NOTE:** The morning and afternoon sessions will each include a 15-minute break. Following program start time, webcast replay schedules will vary slightly from above listed times.

## Featured presenters

**Carole Levitt** and **Mark Rosch** are principals of Internet for Lawyers, an in-person CLE company, and CLEwebinars.com. They have been internationally recognized CLE seminar speakers since 1999 and best-selling ABA Law Practice Division (ABA LPD) authors since



2003. Their areas of expertise are: internet research (investigative, legal, and social media); social media research ethics; and Google search. Together, Carole and Mark have authored hundreds of internet research articles and co-authored six ABA LPD books and fourteen editions of *The Cybersleuth's Guide to the Internet*. Carole has also authored two editions of *Internet Legal Research on a Budget* for ABA LPD.

## BOOK SALE! *Wisconsin Guide to Citation*

Save **20%** on the *Wisconsin Guide to Citation*. Based on *The Bluebook*, the *Guide* focuses on Wisconsin citations and provides examples of how to cite the most common primary and secondary authorities in briefs and memoranda, including the public domain citation for cases.

Use **discount code CA2970** when you order online or by calling (800) 728-7788.\* Plus, all seminar attendees receive a free two-week trial of the *Books UnBound*® version.

**Print Book:** #AK0230; 54+pp.; 9th ed. 2018-19  
**Member:** ~~\$35~~ \$28 | **Nonmember:** ~~\$45~~ \$36

**Books UnBound® Subscription:** #AE0230\_SUB  
**Member:** ~~\$175~~ \$140 | **Nonmember:** ~~\$219~~ \$175.20

\*Discount applies to both print and digital *Books UnBound*® editions of this title and cannot be applied to previous purchases. Offer valid as long as CLE credit is available for this program. For *Books UnBound* users, discount may be applied to purchase of individual *Books UnBound* title only and may not be used on purchase of full library.



## Additional Learning Opportunities

### Write Away: Effective Legal Writing in 2019

Gain tips for immediately improving your legal writing. Learn how to draft a more persuasive Statement of Facts. Brush up on your Bluebook skills. Understand why typography matters. **4 CLE**

**Live Madison Seminar & Live Webcast:** Dec. 13, 2019

**Webcast Replays:** Dec. 27, 2019 | Dec. 31, 2019 | Jan. 4, 2020 | Jan. 7, 2020 | Jan. 15, 2020  
 Jan. 23, 2020 | Jan. 28, 2020 | Feb. 7, 2020

### Legal Ethics 2019: Getting Clarity on Common Misconception

Recognize common issues that raise ethical quandaries. Receive guidance on how to ethically respond to common legal issues. Discover Rules you may not be familiar with. Gain a better understanding of the guidance governing ethical conduct. **4 CLE/EPR**

**Live Pewaukee Seminar:** Oct. 17, 2019 | **Live Madison Seminar & Live Webcast:** Oct. 18, 2019

**Webcast Replays:** Nov. 1, 2019 | Nov. 6, 2019 | Nov. 11, 2019 | Nov. 19, 2019 | Nov. 27, 2019  
 Dec. 5, 2019 | Dec. 10, 2019 | Dec. 18, 2019 | Dec. 26, 2019 | Dec. 28, 2019  
 Dec. 30, 2019 | Jan. 7, 2020 | Jan. 15, 2020 | Jan. 23, 2020 | Jan. 27, 2020

### Wisconsin Attorney's Desk Reference

Caught in a case involving an unfamiliar practice area? Turn to the *Wisconsin Attorney's Desk Reference*. This easy-to-use guide covers 11 practice areas and 35 topics grouped by related subject areas.

**Print Book:** #AK0003; 1,212+ pp.; 2019; Updated annually; **Member:** \$160 | **Nonmember:** \$200  
**Books UnBound Subscription:** #AE0003\_SUB; **Member:** \$175 | **Nonmember:** \$219

Be a star both in and out of the courtroom with the State Bar of Wisconsin PINNACLE National Presenter Series. Receive coaching from nationally recognized speakers with experience helping lawyers rise to the challenges of today's legal landscape.



## A Cybersleuth's Guide to Conducting Effective Internet Investigative Research

Priority Code: S3770TB

SEMINAR TUITION	LIVE SEMINAR: With PRINTED Course Materials	WEBCAST SEMINAR: With Downloadable (PDF) Course Materials
<input type="checkbox"/> State Bar of Wisconsin Member	<input type="checkbox"/> \$299	<input type="checkbox"/> \$329
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$399	<input type="checkbox"/> \$429
<input type="checkbox"/> Ultimate Pass Subscriber	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
<input type="checkbox"/> Passbook Certificate User	<input type="checkbox"/> 1 Certificate	<input type="checkbox"/> 1 Certificate

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Course materials will be provided to seminar participants **ONLY** and will not be available for sale following the program.  
**Register today!**

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**Mail to:** State Bar PINNACLE Registrations  
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Event Code: CA2970MWR R2 R3 R4