STATE BAR OF WISCONSIN
PINNACLE

Seminar Sponsorship Opportunities

Be seen by thousands of legal professionals



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State Bar of Wisconsin PINNACLE Seminar Sponsorship Opportunities

Put your business in front of thousands of Wisconsin-licensed attorneys and other legal professionals by partnering with State Bar of Wisconsin PINNACLE Seminars. A leading provider of continuing legal education, State Bar of Wisconsin PINNACLE® offers a wide variety of seminars each year with multiple attendance options through in-person, live webcast, webcast replay, and CLE OnDemand™ programs. As a sponsor, your organization not only reaches the hundreds of average attendees for each title, but you'll also reach thousands of other legal professionals through seminar marketing efforts.

90
Unique seminars/year

200-500
Average attendees/title

7500+
Average unique impressions



Sponsorship packages

In-person Full-day and Half-Day Seminars

- Logo in direct mail brochure (average number of unique impressions: 7,500)* when applicable
- Logo + link on seminar web page
- Logo + link in pre-show email marketing (average number of unique impressions: 7,500)*
- Logo on overhead slide displayed before program and during breaks
- Logo on event signage
- Podium recognition prior to start of program (25-word limit)
- One-page promotional piece included in course materials (8.5" x 11" PDF to be supplied by sponsor)
- Opportunity for face-to-face contact with niche market. Table and chairs will be provided for sponsors who opt to be on-site
- Attendee roster approx. one week after event (for in-person program and live webcast)
- Continued exposure to market through OnDemand and webcast replays

Webcast Only Full-day and Half-Day Seminars

- Logo in direct mail brochure (average number of unique impressions: 7,500)* when applicable
- Logo + link on seminar web page
- Logo + link in pre-show email marketing (average number of unique impressions: 7,500)*
- Logo on slide displayed before program and during breaks
- Podium recognition prior to start of program (25-word limit)
- One-page promotional piece included in course materials (8.5" x 11" PDF to be supplied by sponsor)
- Attendee roster approx. one week after event (for in-person program and live webcast)
- Continued exposure to market through OnDemand and webcast replays

Standalone Webcast Seminars

- Logo + link on seminar web page
- Logo + link in pre- and post-event email marketing email marketing (average number of unique impressions: 7,500)*
- Logo on slide displayed before program
- Podium recognition prior to start of program (25-word limit)
- One-page promotional piece included in course materials (8.5" x 11" PDF to be supplied by sponsor)
- Attendee roster approx. one week after event (for live webcast)
- Continued exposure to market through OnDemand and webcast replays

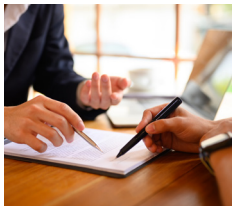
Sponsor a Series

- Logo in direct mail brochures promoting the series or individual series titles as applicable (average number of unique impressions per brochure: 7,500)*
- Logo + link on the web page for each seminar in the series
- Logo + link in pre-show email marketing for each seminar in the series (average number of unique impressions per email: 7,500)*
- Logo on overhead slide displayed before each program and during breaks
- Logo on event signage for each seminar in the series
- Podium recognition prior to start of each program (25-word limit)
- One-page promotional piece included in course materials for each seminar in the series (8.5" x 11" PDF to be supplied by sponsor)
- Opportunity for face-to-face contact with niche market. Table and chairs will be provided for sponsors who opt to be on-site at in-person programs in the series
- Attendee roster approx. one week after event (for each in-person program and live webcast)
- Continued exposure to market through OnDemand and webcast replays

*If sponsorship commitment is made prior to printing/mailing. Number of impressions varies by program target audience.

Annual Seminar Sponsorship Opportunities

January:



Contract Law – discusses the essentials for drafting various types of contracts with a fundamental drafting program and a complex commercial contract drafting program occurring in alternating years.

Build Your Practice Series Begins – Series features alternating programs each year that focus on essential practice-area knowledge. View page 6 for more information.

February:

Build Your Practice Series Continues – View page 6 for more information.

March:

Domestic Violence for Guardians ad Litem – provides the knowledge to evaluate abuse, mitigate safety risks, and integrate findings into well-supported recommendations.

Build Your Practice Series Continues – View page 6 for more information.

April:

Wispact Update – examines the utilization of various types trusts and government benefits to improve the lives of older clients and clients with special needs.

Build Your Practice Series Continues – View page 6 for more information.

May:

GAL Training – explores the role of the guardian ad litem for minors, the expectations of the court, and delivers practical guidance for navigating difficult family law cases. Provides required GAL minor and GAL family credits for those attorneys handling guardian ad litem appointments.



Adult Guardian ad Litem Training - examines the role of the guardian ad litem for adults and provides practical advice for protecting the interests of vulnerable adults. Offers required GAL adult credits for those attorneys handling adult guardian ad litem appointments.

Build Your Practice Series Continues – View page 6 for more information.

June:

Build Your Practice Series Continues – View page 6 for more information.

Unique In-person and Standalone Webcast Seminars – Contact the advertising sales manager for more information.

July-August:

Unique Standalone Webcast Seminars – Contact the advertising sales manager for more information.

September:

Public Records, Open Meetings Update (PROM) – reviews changes and developments to Wisconsin public records and ope n meetings laws and provides strategies to ensure compliance.

Annual Employee Benefits Update – examines case law and regulatory changes affecting the administration of employee benefits including insurance, retirement plans, and compensation.

Annual Torts Update – this quick-hitting half-day program covers important court decisions, civil procedure, and trends in tort litigation.

Annual Environmental Law Update – provides insights and updates on key developments in environmental regulations, initiatives, and enforcement at the state and federal levels.

Annual Worker's Compensation Update – covers valuable practice tips, insurance issues, insights from regulatory agencies, and recent case law from both employer and injured worker perspectives.

Legal Issues of the Aging – delves into common as well as complex elder law topics including Social Security, Medicaid, and Medicare issues as well as guardianship and managing retirement assets.



Pretrial Techniques – experienced trial lawyers present and argue motions before a judge, who then rules on the motions and reveals their reasoning behind the ruling.

October:

Ethics Webcast Series – this series of six to eight 75-minute webcasts focuses on a variety of ethical issues starting with the first title in October and new titles added through January.

Annual Closely Held Business Update – explores the latest legal issues facing closely held businesses, including human resources issues, succession planning, organizational structure, and more.



Legal Ethics – provides required ethics credits through an examination of the Rules of Professional Conduct and their real-world applications and is presented once in Madison and once in the Milwaukee area.

Annual Real Estate Update – examines the latest market trends, landlord/tenant updates, and legal questions that come up before, during, and after residential real estate transactions.

Advanced Skills and Techniques for Family Law Practice – tackles complex issues and advanced legal quandaries as well as client and practice management questions facing family law practitioners.

Employment Law Update – reviews up-to-date regulatory and case law impacts on labor and employment law from hiring to firing and everything in-between.

We've Got You Covered: Insurance Coverage in Wisconsin – dives into considerations for policies, coverages, claims, and the duty to defend with an examination of relevant case law updates.

November:

Annual Debtor-Creditor Bankruptcy Update — Eastern and Western Districts – presents timely bankruptcy topics with input from clerks and judges from the Eastern District in the Milwaukee area on one day and the Western District in Madison on another.

Annual Institute of Trial Practice – demonstrates a mock trial with attorneys before a judge complete with witnesses and a volunteer jury in partnership with the Wisconsin chapter of the American Board of Trial Advocates (ABOTA).



Annual Commercial Real Estate Update – dives into the latest market trends and legal questions that come up before, during, and after commercial real estate transactions.

Annual Estate Planning Update – explores a variety of estate planning matters and important legal changes that can include wills, trusts, government benefits, marital agreements, tax issues, and more.



December:

Car Crash Symposium – examines insurance and litigation issues that arise in a variety of vehicular accident scenarios, as well as recent case law and trends.

Trending Topics in Business Litigation – provides a look at recent and current business cases moving through the courts as well as guidance for litigating future cases.



Annual Tax School – gives tax attorneys the latest on the ever-changing landscape of tax law and provides practical guidance and regulatory insights

Annual Constitutional Law Symposium – reviews impactful U.S. Supreme Court decisions from the previous year with an eye toward future decisions and their implications.

Legal Writing – presents real-world examples and practical guidance for crafting persuasive, compelling, and effective written communications.

Family Law Ethics, Mediation, or Other Advanced Family Law Topic – a different topic each year, these programs provide experienced family law practitioners with strategies tailored to unique family law situations.



More Opportunities Available!

Additional titles are offered throughout the year based on current trends, member needs, and legal developments. Get half-priced event registration with any sponsorship, or audit the course if you don't need credit. Contact the advertising sales manager for more information.

Series Sponsorship Opportunities

Sponsorships are also available for seminar series programs that provide repeat exposure and additional exposures to expanded audiences.

Build Your Practice Series

The Build Your Practice Series introduces attendees to the fundamentals of various practice areas with an emphasis on the tools and information necessary to launch a new area of practice. Build Your Practice Series programs are endorsed by the State Bar's Young Lawyers Division.



Each year, State Bar of Wisconsin PINNACLE presents four to six Build Your Practice seminars from the following list of titles:

Addressing Children's Issues in Divorce and Paternity Cases – Highlighted topics include creating a parenting plan, identifying the role of guardian ad litem, addressing the mental health needs of children and parents, techniques for settling cases, and trial strategies.

The Basics of Filing Chapter 7 and Chapter 13 – Examines the ins and outs of Chapters 7 and 13, when each is the best fit, which documents to file and when, and how to use means testing to qualify clients for bankruptcy relief.

Beyond the Basics of Chapter 7 and Chapter 13 – Dives into issues including pre-bankruptcy planning, community property, discharge and dischargeability, advanced means testing, and proven debt-relief strategies.

Basic Residential Real Estate Transactions – Seasoned professionals from both private practice and title companies walk through a typical transaction while explaining the perspectives of both buyer and seller.

Choosing & Forming the Right Business Entity for Your Clients – Explains the main components of each type of business entity, from governance structures and fiduciary duties to tax implications and planning pitfalls.

Handling a Basic Divorce – Explores the procedural elements unique to legal separation, annulments, divorce, and paternity proceedings, while supplying valuable information for managing family law actions from beginning to end.

Handling a Basic Probate – Working with one fact scenario throughout the program, experienced and knowledgeable probate practitioners address every step of the probate process from date of death to the final accounting.

Handling a Personal Injury Case from Start to Finish – An overview of personal injury substantive law with a focus on the tactical skills necessary to handle case intake, pre-suit investigation, and trial prep.

Handling OWI Cases in Wisconsin – Focuses on the foundational processes of OWI defense and shares strategies for success from experienced practitioners.

An Introduction to Consumer Law – Experienced presenters discuss the ins and outs of using consumer protection laws to represent debtors, claims involving automobiles and homes, and Wisconsin auto repossessions.

An Introduction to Elder Law – A case study provides an overview of power-of-attorney issues, estate recovery, public and private benefits, community resources, and new legislation.

An Introduction to Traffic Law – Reveals how to efficiently, effectively, and profitably handle minor traffic matters, as well as identify situations where a traffic citation is more than just a ticket.

An Introduction to Worker's Compensation – A complete overview of the worker's compensation system and the step-by-step process of handling a case including a review of statutory changes and case law.

The Nuts and Bolts of Collections and Creditor's Rights – Explores the fundamentals of collections and creditors' rights, including assessing debt and making a demand, commencing legal action, obtaining a favorable judgment, and bankruptcy protections.

Step-by-Step Estate Planning I* – This seminar teaches effective methods to draft wills, utilize trusts, manage tax liabilities, and respond to critical ethical issues that often arise in this challenging branch of the law.

Step-by-Step Estate Planning II* – The second part of this estate planning series goes into greater depth on topics such as drafting for tax issues, planning for retirement benefits, using trusts, generation-skipping tax planning, and meeting the needs of today's modern family.

*Programs offered annually.

National Presenter Series

Programs feature in-depth coaching from nationally recognized speakers with experience helping lawyers rise to the challenges of today's legal landscape. Most sessions focus on skills common across multiple practice areas. Each year, State Bar of Wisconsin PINNACLE offers 3-5 National Presenter Series programs. Past titles include:

- Adaptive Negotiations Featuring Lee Jay Berman
- Advanced Negotiation Skills Workshop Featuring Lee Jay Berman
- All the Litigation Technology You NEED But Aren't Using! Featuring Brett Burney and Paul Unger
- The Articulate Attorney: Public Speaking for Lawyers Featuring Brian K. Johnson
- A Cybersleuth's Guide to Conducting Effective Investigative Research Featuring Carole Levitt and Mark Rosch
- Deposition Control Featuring Sybil Dunlop
- The Essentials of Music Copyright Law with The Beatles Featuring Jim Jesse
- Finance for Lawyers Featuring Joseph Novello
- Gain the Edge: Negotiation Strategies for Lawyers Featuring Marty Latz
- Influence: The Art and Science of Changing Minds Featuring Steve Hughes
- Medical Records in the Digital Age Featuring Sam Hodge
- Minimize Distractions and Maximize Productivity Featuring Paul Unger
- Trial by Science: Cognitive Science and Behavioral Economics in the Courtroom Featuring R. Rex Parris
- Turning Points at Trial Featuring Shane Read
- Virtual Magic: Presenting with Excellence over the Phone and Web Featuring Steve Hughes
- Winning at Deposition Featuring Shane Read
- You Are Already Doing E-Discovery – Now Come Find Out How to Do It Right! Featuring Brett Burney

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Foundational Firsts Series

Support the next generation of legal excellence! The Foundational Firsts Series from State Bar of Wisconsin PINNACLE® provides practical, step-by-step guidance on essential legal tasks that aren't taught in law school. Designed for both new and experienced attorneys facing career milestones, these programs build confidence and competence in key legal procedures.

Current Titles Include

- Drafting Your First Commercial Offer to Purchase
- Drafting Your First Residential Lease
- Drafting Your First Residential Purchase Agreement
- Drafting Your First Will or Trust
- Defending Your First Misdemeanor
- Filing Your First Chapter 7 Bankruptcy
- Filing Your First Foreclosure
- Handling Your First Easement
- Handling Your First Mediation in a Divorce Case
- Preparing for Your First Environmental Site Assessment
- Preparing Your First Adult Guardianship Petition
- Preparing Your First Medicaid Application
- Your First Temporary Order Hearing in Family Court



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