

SPEAKER KIT · AI &
TECHNOLOGY CLE FOR LAWYERS

Steve Schadt

Every firm in your audience wants the same two things: more money and more time. This talk shows them how AI delivers both — standing brains that run the marketing, review the calls, do the boring jobs on their own, and make the whole operation more efficient. More business, less busywork, and more of the week spent doing what they actually want to do. Nothing hypothetical: we build the real tools live on stage. Book the talk your attendees will thank you for.

MCCANN ERICKSON
ART DIRECTOR

EINSTEIN LAW
CREATIVE DIRECTOR & DIRECTOR OF DEVELOPMENT

LAWADVERTISING.AGENCY
CEO

NATIONALLY RECOGNIZED
PHOTO & VIDEO EXCELLENCE



Make more money

The systems that bring in more business — built live in the room, not described on a slide.

Save more time

The jobs nobody wants, running on their own. Hours back every week, starting the week they get home.



5.0 on Google, and 18 attendees on record that it worked. Nothing is sold from the stage.

ON STAGE

What happens on stage

They leave with tools they can actually use

Story-driven, entertaining, fun — and every segment ends in something they can run: a tool, a system, a fix. Attendees remember it, talk about it, and put it to work the same week. The newest material in the field, told like a story.

See what your competitors are doing, right now

Live analysis tools run on stage against real markets: who's outranking them, what those competitors are spending, and exactly where the gap is. Your audience learns how to compete in a crowded market — and leaves knowing where the next dollar goes instead of guessing at it.

AI that runs the marketing and gets smarter over time

This is not asking ChatGPT for ideas. We build it live: a standing brain that knows your assets, your voice and your staff — it runs the marketing, ships the content, sends the email, and gets sharper every pass instead of starting over. Work that used to need an agency retainer or another hire, running on its own.

Agents that do the jobs nobody wants

Nobody will ever sit through forty hours of intake calls. An agent reads all of it in minutes and files the month: unanswered, consultations booked, rescheduled, dropped, and the big cases — each one with the money attached. Follow-up, tracking and optimization run the same way. Hours back every week, and the leaks closed.

The failures we paid for, so they do not have to

Failed campaigns teach more than the wins, and we have paid for plenty of them. Targeting so broad the reach number looked wonderful and the phone never rang. Ads running to the wrong people, in the wrong places, saying the wrong thing. Thousands of clicks and not one consultation. We walk through the real ones on stage — what went wrong, what it cost us, and what we do differently now — so the room recognises the same mistakes before it pays for them.

Signature sessions

7 sessions, each built to solve one problem. Mix and match to fill a keynote, a conference track, or a full program.

01

Building a Brain for Your Firm

An AI that lives on your machine, knows your firm, and grows with it

Built live in the room: an AI that lives on your own computer and stays there. It holds everything the firm owns — logos, photos, video, case results, testimonials, recorded calls, intake forms and engagement letters, procedures, price lists, the way you write — and it gets sharper every time you use it. Not a session you attend and forget: a standing thing that keeps your voice, your facts and your strategy, and grows with the firm instead of starting over.

THE FLAGSHIP



02

What Feels Right Is Usually Right

Intuition is a marketing strategy — and it's faster

Intellectual choices and intuitive choices usually land in the same place; intuition just gets there faster. Asking what you really want — and what you really feel — cuts to the core of who you are and what your business is about. The strongest marketing is the work you feel strongest about. Core to good marketing; core to good living.

KEYNOTE

03

40 Hours of Calls, Without Listening to One

Every call read, every dollar accounted for

Four automated steps: download every recording, transcribe on your own machine, strip the identifiers, then let AI read the whole month at once. What comes back is a deep report on everything that happened — every call nobody answered, every new client, every one that never got a call back, what was a consultation booked, what was rescheduled, which cases were discussed, and the money that came in the door, broken out by source and by type. Nobody was ever going to sit through forty hours of audio, so none of this was possible before AI. It runs on your own secure system, on your own machine, under you. Set it up once and it runs itself every month after that.

FIRM MANAGEMENT

04

Story Driven Marketing: the Value of Real Client Stories

Real clients on camera beat any ad you can buy — and the workflow that makes it repeatable

The best-performing ad most firms ever run is a client telling the truth on camera. Meta rewards it, paid search rewards it, and nothing a copywriter writes gets close. This is the whole pipeline: who to ask and when, the questions that produce a real answer instead of a testimonial voice, and how to shoot it without hijacking a working day. Then the part nobody talks about — moving and storing enormous video files, cutting them fast, and automating the run from raw footage to finished cut so it never jams up the business. It ends where the money is: one story working across Meta, paid search, the website and email.

THE CRAFT SESSION

05

AI in the Firm, Without the Malpractice

Use AI hard, on your own machines, behind your own passwords

Built live: the locked-down environment that lets a firm use AI hard without exposing anything it should not. Everything local and everything behind a password — no client information in a public repository, no outside access, no cloud tool training on what you send it. Identifiers get stripped *before* anything reaches a folder. Then the rest: what to hand AI, what never goes in it, where liability actually sits, and the eight questions to ask any vendor — against Florida Bar Ethics Op. 24-1 and ABA Formal Op. 512, including informed client consent before confidential information enters a third-party tool. Built for technology CLE, including the Florida Bar three-hour requirement.

CLE (FL BAR TECH CREDIT)

06

Live Market and Competitor Teardown

Name a market and we take it apart on stage

The room names a market and we pull it down live. Every competitor advertising in it and what they are running. Who holds the top of the map and, more useful, why. Who the AI engines name when someone asks them for a recommendation. How the rankings move across a metro instead of at a single address, because the same firm is second near the office and invisible eight miles out. Paid tools and AI tools both on screen, so the audience watches exactly how a market gets measured and benchmarked rather than hearing that it can be. What falls out is the gap — the ground nobody owns — and that is where the money goes before a dollar is spent.

07

Marketing Horror Stories

The dashboards lie, and it stays funny until the invoice

Everyone selling clicks has a reason to make every click look valuable, so the dashboards oblige. It would be funny if it were not the invoice. We open real accounts on stage and read them honestly: one billed \$4,000 a month with 81% of its conversions junk, a true cost per lead five times the reported one. Audiences so broad the reach looked wonderful and nobody called. Ads that ran to people who were never going to buy anything. Then the way out — finding where a lead actually came from, using AI to qualify what comes in instead of paying for all of it, cutting the waste, and testing creative cheaply enough to find the one that converts and put the whole budget behind it.

EYE-OPENER

About Steve



Steve Schadt is an art director and creative director first, and it shows the moment the screen lights up. His sessions cut straight to the chase — actionable tools that make money and save time, built live in front of the room — and they are high-impact visual storytelling while they do it: built like campaigns rather than lectures, video-heavy, example-heavy, interactive and genuinely fun to watch. The subject is not websites and it is not pay-per-click. It is what comes next: assistants, agents and tools that actually understand a firm — systems that run the marketing, read every intake call, take the rote work nobody wants, and hand the week back. He has worked at that edge through every turn the field has taken — McCann Erickson on major international advertising accounts, director of corporate development and creative director at Einstein Law, and LawAdvertising.Agency, working with hundreds of clients around the world. Nationally recognized for photo and video excellence, he reads where the technology is going before it arrives and builds for it. Every session ends the same way — real, working tools the audience takes home to save time and make money. He is a U.S. Coast Guard–licensed captain (25-ton Master) and holds a BFA in fine art from UC Santa Barbara.

FOR YOUR PROGRAM

Quoted in **The New York Times** as an industry expert on professional-services marketing — read the **abstract & bio, ready to paste** page 10, slide 11.

“To the layman, whoever has the biggest billboard on Web site that’s the best guy in town.” Everything is sold in the stage; every session is product-neutral.

STEVE SCHADT — The New York Times

Building a Brain for Your Firm

THE HINGE SESSION · 55 OR 25 MINUTES

Right now the firm starts from zero every time it uses AI: who you are, what you practise, how you sound, what you have already made. That tax gets paid on every single job and it never stops. This session removes it, live, in the room. We build a brain that lives on the firm's own computer and stays there, holding the logos, the photos and video, the case results, the testimonials, the recorded calls, the intake forms and engagement letters, and the procedures and the way the firm writes. Loaded once, that material is your own voice and your own facts from then on, and the brain gets sharper every time it is used instead of resetting. What it buys is the part worth having: marketing that goes out without a meeting, the jobs nobody wants running on their own, and a week with room in it again. Attendees leave with the folder structure, the memory file the AI reads before every job, and one repeatable loop simple enough to hand to an assistant. Nothing is sold and no tool is endorsed — the structure works with any capable system.

LEARNING OBJECTIVES

1. Build a memory file that carries the firm's identity, services and voice, so no job ever starts by re-explaining the firm again.
2. Organise the material the firm already owns — images, video, case results, documents, call recordings and client and prospect lists — into a structure an AI can read, and load it once.
3. Run one marketing task end to end out of that brain, with a licensed attorney approving anything that leaves the building.

AI in the Firm, Without the Malpractice

BUILT FOR TECHNOLOGY CLE · 60 MINUTES

Courts have now caught AI-fabricated citations in more than 1,600 filings worldwide, and the count grows daily. This session is the practical line between using generative AI and being sanctioned by it. It opens with the mechanism — these models predict plausible text rather than retrieving authority, so fabrication is inherent, not a defect that patches out — then maps the duties onto the Rules of Professional Conduct: competence including technology, confidentiality, supervision of nonlawyer assistance, fees for hours the AI saved, and advertising. Florida Bar Ethics Opinion 24-1 and ABA Formal Opinion 512 supply the standards, including informed client consent before confidential information enters a third-party tool. Attendees leave with eight procurement questions for any AI vendor and a one-page firm AI policy covering approved tools, banned inputs, named reviewers, disclosure, logging, training, and the incident path. Product-neutral; no tools endorsed.

LEARNING OBJECTIVES

1. Apply Florida Bar Ethics Op. 24-1 and ABA Formal Op. 512 to decide when client information may enter a third-party generative AI tool.
2. Identify the conduct rules implicated by AI use — competence, confidentiality, supervision, fees, advertising — and the documentation that evidences compliance.
3. Implement a written firm AI policy and an eight-question vendor review before any client matter touches a new tool.

SHORT BIO**84 WORDS**

Steve Schadt's sessions cut straight to the chase: real, working tools that make money and save time, built live in the room rather than described on a slide. They are also unusually good to watch — he came up as an art director and creative director, and it shows the moment the screen lights up. Not websites, not pay-per-click, but the assistants, agents and tools that run a firm and hand the week back. Nobody leaves with notes. They leave with something that works.

FULL BIO**214 WORDS**

Steve Schadt is an art director and creative director first, and it shows the moment the screen lights up. His sessions cut straight to the chase — actionable tools that make money and save time, built live in front of the room — and they are high-impact visual storytelling while they do it: built like campaigns rather than lectures, video-heavy, example-heavy, interactive and genuinely fun to watch. The subject is not websites and it is not pay-per-click. It is what comes next: assistants, agents and tools that actually understand a firm — systems that run the marketing, read every intake call, take the rote work nobody wants, and hand the week back. He has worked at that edge through every turn the field has taken — McCann Erickson on major international advertising accounts, director of corporate development and creative director at Einstein Law, and LawAdvertising.Agency, working with hundreds of clients around the world. Nationally recognized for photo and video excellence, he reads where the technology is going before it arrives and builds for it. Every session ends the same way — real, working tools the audience takes home to save time and make money. He is a U.S. Coast Guard–licensed captain (25-ton Master) and holds a BFA in fine art from UC Santa Barbara.

FROM THE ROOM

What audiences say

Attendees — in their words, after the talk

"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

"Talk was the most practical session I've attended all year. He didn't waste time on theory. Every point was a real, actionable idea we could take back and use immediately."

ALEXANDER THOMPSON

"SEO is really common sense! – I am always impressed with these webinars – good content with ideas that can be put into action right away!"

TOM ARMSTRONG

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

G. GREGORY GALLICO III

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

FRANK YELIAN

"Excellent, I learned important tips about photography."

MAHAMOOD KARA

"Presentation to our group was pure gold. Practical steps, not fluff. Actionable, clear, and focused on results."

KENDRA ONDALA

"We've implemented several of his ideas and the results are showing up in better team efficiency. Outstanding talk."

GREG MARKUS

"No fluff, just clear strategies we could apply right away. Our team is more productive, marketing is more consistent, and the business feels more under control."

SARAH SULLIVAN

"Love the presentation. Killer graphics — such fun to watch."

JESSICA HOLMES

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

SONDRA OSORIO

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

JURIS BUNKIS

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

GAVIN SANDERCOE

"Didn't just talk theory—he gave us real, actionable ideas we could implement the next day. The section on using AI to run our systems was a game-changer."

ANGELO RANGONE

"We've started using those AI tools for content and lead tracking. Business is smoother and more profitable already."

SANDRA PHELPS

"Real actionable ideas to improve the business and practical ways to use AI to run our systems. We've already put several of them into action and the difference is clear."

STELLA COUNTWAY

"AI can run the day-to-day systems—content, communication, tracking."

CHRIS THOMAS

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

CHERYL SUMMA

BOOK THE TALK

Give your audience a talk that makes money and saves time

Real, working tools built live on stage — no theory, no sales pitch. Attendees put them to use Monday morning and reference the session for months afterward. Booking inquiries welcome.

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Bar associations · technology CLE (FL 3-hour requirement) · firm workshops