



# Managing Partner Webinar

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## Getting Started with AI for Law Firms

### DATE:

Tuesday, February 18, 2025

### TIME:

9:00 am – 10:00 am Central Time

### ABOUT THIS WEBINAR:

Legal technologist and national speaker/educator Paul Unger will explore how artificial intelligence is changing the way law firms operate. Through practical, real-world examples, the keynote speaker will demonstrate how AI-driven tools are already being used to streamline writing, legal research, document review and improve decision-making processes. The discussion will give insight into how AI can increase efficiency, reduce costs and elevate the quality of legal work, helping firms stay competitive in a rapidly evolving market. The topic will address ethical considerations surrounding the use of AI in law to ensure that firms can implement AI solutions responsibly and effectively. This session will provide actionable insights and a roadmap for law firm leaders looking to implement AI solutions.

### KEYNOTE SPEAKER:

**PAUL J. UNGER** is an attorney and one of the founding partners of Affinity Consulting Group. Paul focuses on national speaking/training, coaching, strategic consulting, and workflow design for law firms and legal departments. He provides continuing legal education (CLE), legal-specific software training and professional development programs for law firms and legal departments throughout North America. He is the author of dozens of publications & legal technology manuals, including recently published books, *Tame the Digital Chaos: A Lawyer's Guide to Distraction, Time, Task & Email Management* (2020), *Getting Your Digital House in Order* (2023), *PowerPoint for Legal Professionals* (2023), and *Adobe Acrobat for Legal Professionals* (2020). He served as chair of the ABA Legal Technology Resource Center (2012-13, 2013-14), chair of ABA TECHSHOW (2011), and is on the Executive Board for the Association for Continuing Legal Education (ACLEA) (2017-18, 2018-19). He is an active member of the Ohio State and New York State Bar Associations. Paul specializes in time, task & distraction management, document and email management, paperless office strategies, courtroom technology and legal-specific software training for law firms and legal departments. In his spare time, he likes to run, swim, cook, garden and restore old homes.

### MODERATORS:

**LISA RAMSAY COLE** is President and Managing Shareholder of Lewis Thomason, ALFA International's member firm in Knoxville and Nashville, Tennessee. She is also the Managing Partner of the firm's Nashville office and an ex-officio member of the firm's Board of Directors and Shareholder Compensation Committee. Lisa is a Supreme Court Rule 31 Mediator and practices in the areas of employment law, medical malpractice, workers' compensation and general casualty defense litigation. Her practice for the past 30 years has concentrated in the area of complex civil trial litigation in state and federal courts. Lisa has achieved successful results through defense jury verdicts, summary judgment, mediation and arbitration in each area of her practice. Lisa's current clients are national, regional and local employers, regional and local healthcare facilities and insurance companies. In addition, she routinely defends public entities in medical malpractice and civil rights matters.

**CHRISTOPHER G. KEIM** is the Managing Partner of Frantz Ward LLP, ALFA International's member firm in Cleveland, Ohio. In addition to his Managing Partner and Management Committee responsibilities, Chris' legal practice focuses on civil litigation matters, including general business disputes, product liability claims, transportation law, employment litigation and corporate investigations. He has extensive experience in successfully defending businesses through trial and arbitration throughout the U.S., with over 75 bench and jury trials to date. This includes representing closely held and publicly traded companies and their insurers in routine and catastrophic litigation.