



Envision Agency to Produce InsideLegal™ Business Summit

Inaugural summit to serve as launch for business briefing series featuring technology executives, consultants and legal technology media attendees

Atlanta, GA, January 29, 2008 --(PR.com)-- Envision Agency, a leading full-service marketing, strategy and PR firm serving the legal technology industry, today unveiled the inaugural InsideLegal Summit, a boardroom-style business briefing event, exclusively focused on important business issues affecting the legal technology industry. The invitation-only event is being hosted by Microsoft Corp. at its New York Metro Customer Briefing Center and features reputable attendees including consultants such as Ross Kodner, Brett Burney, Craig Ball and Jeff Beard; and media/association attendees such as Peggy Wechsler, Program Director of ILTA; Karen Jones, Publisher/Editor of Citytech; and Adam Schlagman, Editor-in-Chief of LJN's Legal Tech Newsletter. Other attendees include executives from legal technology vendor companies including CT Summation, ADERANT, Client Profiles, Software Technology and BigHand.

“I am thrilled to be involved in this industry first and am looking forward to a proactive discussion with this high level group,” stated Ross Kodner, CEO of MicroLaw. “I have been involved with hundreds of events over the years, but this format, venue, attendee list and topical agenda are very unique and should have a strong positive influence on the direction of the legal technology marketplace.”

InsideLegal Summit, which takes place Monday, February 4th, noon-5PM, is an unprecedented event that covers the business side of the legal technology industry - what it is like to market to and do business in this space. This is the first in what is bound to be a successful series of summits throughout the year - each with different topics and formats. What makes this event unique is the caliber of the attendees; the refreshing approach to topical discussions (debate formats and open forum); and the eclectic mix of topics - all selected based on various attendee and industry insider feedback.

The discussion topics include:

- “Pay to Speak” trend - Some industry events are beginning to sell speaking opportunities to vendors in bundles with track sponsorships.
- Industry consolidation - The trend of larger companies buying up smaller vendors. Large companies seeking “end-to-end” application via acquisitions/companies of all sizes being up on the auctioning block. Is it every company's goal to be an acquisition candidate?
- Vendor byline articles - Some publications are no longer (or never have) allowing vendors to contribute articles focused on industry trends, subject matter expertise or technology direction.
- UK/US legal industry comparison - What are the major differences between the two and how are companies adapting in their efforts to do business overseas.

“An event like this InsideLegal Summit can go a long way in bridging the oft-present communication gap between the different camps- vendor-consultants-media, represented here,” noted Don Howren, SVP of Sales & Marketing, ADERANT and Summit participant. “I hope this will be a launching point for future



gatherings of this type, and more importantly an opportunity for a collective work product that will be applicable to the legal technology industry as a whole.”

“I see events like Envision's InsideLegal Summit as paramount to encouraging dialog between the various segments of the legal technology industry. Beyond the networking aspect, such 'meetings of the minds' are what continue to push all of us to innovate and discover new ways of bringing effective legal technology to our collective clients,” said Brett Burney, Principal of Burney Consultants.

“Typically, events of this type are only as successful as the quality of those attending. With that said, we are very pleased with the high caliber of our group including technology thought leaders from the vendor side, the consultant community, as well as select media,” stated JoAnna Forshee, CEO of Envision Agency, and producer of the event. “Thanks to our hosts Microsoft, we have been able to secure this ideally-suited meeting space and are looking forward to a lively debate surrounding the selected topics.”

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About Envision Agency LLC

Envision Agency, located in Atlanta, provides general marketing, industry strategy and PR assistance to companies that market their products/services to the legal community. Available services include marketing planning, branding and positioning, media planning and concept creation, public relations, events marketing programs, and industry partnership programs. For more information about Envision Agency, visit www.envisionagency.com or call 770-438-1908.



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