

ExpediteU Class Schedule

Day 1	May 6, 2019
8:00 AM – 8:45 AM YEARBOOK PHOTO!	Be prepared to have your head shot taken by our Yearbook Staff. The digital photo will be touched up and sent to you within minutes. The finished product will be integral part of several sessions within the conference.
8:45 AM – 9:15 AM ExpediteU Orientation	Our Dean of ExpediteU, Eve Barrett, explains how this conference will change the way you think and ‘feel’ about industry conferences. Upon graduation, you will experience an incredible sense of accomplishment with the new tools you’ve implemented.
9:15 AM – 10:15 AM Your Tagline	We will walk you through a three-step process to create a short and clever tagline for your business.
10:15 AM – 10:30 AM	Mid-morning Break
10:30 AM 11:00 AM The Expedite and Scoof Apps	<p>Need it now? Need it Later? Expedite has you covered. Expedite is a first-to-market mobile app that allows attorneys and paralegals to instantly hail legal support services based on their vicinity; i.e., court reporters, videographers, interpreters, mobile videoconference techs, notaries public and couriers.</p> <p>Scoof is a first-to-market concept that allows busy court reporters to meet up, team up and produce perfect transcripts. Scoof creates a marketplace that connects the industry in one location...your cell phone. Like it or not, the instant-connection factor is essential in today’s business.</p>
11:00 AM – 12:00 PM Optimize Your Company’s Home Web Page	Your marketing strategy drove traffic to your website, but if your Home Page doesn’t do something within eight seconds to keep them there, at least 50% will exit. This session focuses on how to create a Home Web Page that quickly answers consumers’ three crucial questions, converting them into customers.
12:00 PM – 1:00 PM	Lunch – ‘on your own’
1:00 PM – 2:45 PM The Power of LinkedIn	Did you know these fun facts? 25 million LinkedIn profiles are viewed every day. One in three professionals on the planet are on LinkedIn. You can increase your LinkedIn views by 11 times by including a photo. We will build a strong profile TOGETHER to triple your profile views.
2:45 PM – 3:00 PM	Mid-Afternoon Break
3:00 PM – 4:00 PM Tools For Small Business Success: CRM, Marketing Tools, and Social Media	<p>Do you have a comprehensive CRM? What application suite are you using? How are you handling Cloud storage? With so many choices, it can be overwhelming. This session helps you identify which one aligns with your business needs.</p> <p>Social media started with people sharing text, then photos, and today, it’s video. Gain the edge with video content marketing today!</p>
4:00 PM – 5:00 PM Legal Services Providers: Production, Invoicing, Creating the Customer Experience	<p>With today’s technology, and companies like SmartDepts, transcript production is a snap! We will show you how to use PDF-It and Expedite in-app invoicing to receive instant payments for your transcripts. Plus, we will share the eight-phase methodology that will allow you to identify your customers’ emotional needs, guarantee their desired outcome, and turn passive customers into raving fans.</p> <p>A MUST-ATTEND CLASS!</p>
5:00 PM – 6:30 PM	Happy Hour/Pep Rally

Day 2**May 7, 2019**

9:00 AM – 9:30 AM SEO- How to Drive Traffic to U	We all know how important website traffic is. With all of the new strategies today to rank higher in searches, how should you handle SEO and how can you maximize the value of the traffic that you manage to drive?
9:30 AM – 10:00 AM	TBD
10:00 AM – 10:15 AM	Mid-morning Break
10:15 AM – 12:00 PM Facebook Ads that Generate Leads	How can you use the power of Facebook to drive more traffic, generate leads, build brand awareness, and grow your business? Let's uncover some of the most effective aspects of the ad platform and how to leverage it for your growth.
12:00 PM – 1:00 PM	Lunch – 'on your own'
1:00 PM – 2:00 PM Videoconferencing Hero	Videoconferencing saves travel time and increases productivity. As one of the fastest-growing segments of communication, it is changing the business world significantly. In this session, you will sign up with Zoom and adjust your settings for maximum video/audio live stream.
2:00 PM – 2:30 PM Must have Apps	Have you heard the saying, 'There's an app for that'? It's true. With today's technology, you can do everything from order food, hail a ride, buy movie tickets, start your car, book an airline ticket, even find the love of your life, all from the convenience of your cell phone. This session will introduce you to the best apps to streamline your work life. Join us as we download and explore awesome apps!
2:30 PM – 3:00 PM Business Cards – Make an Impression	You only get one chance - about seven seconds - to make a first impression. This class will show you how to personalize your card and develop your brand at the same time.
3:00 PM – 3:15 PM	Mid-Afternoon Break
3:15 PM – 4:00 PM Productivity Booster Tools	We have already talked about many tools...but, wait, there's more! Let's talk about organization, scheduling, protecting your content, working as a team, event logistics and integration. This session focuses on the tools that successfully accomplish all these goals.
4:00 PM – 5:00 PM	GRADUATION CEREMONY!