



*Play detective
like a pro!*



How to Use Google for Investigative Research

*with Mark Rosch &
Carole Levitt*

Thursday, May 4, 2017
Live webinar with chat

*includes 30 day replay**

9:00 am – 10:30 am (Pacific)
10:00 am – 11:30 am (Mountain)
11:00 am – 12:30 pm (Central)
12:00 pm – 1:30 pm (Eastern)
1:00 pm – 2:30 pm (Atlantic)

**This program features real-time audio of the presenters with synchronized presentation slides, and a chat feature that allows for live Q & A. SK attendees please verify whether you align with Central (MB) or Mountain (AB) time based on season and location.*

WHO SHOULD ATTEND

All lawyers who want to learn how to use Google to better prepare for discovery and trial, run background checks, and conduct other investigations will benefit from attending this course. Your successful searching starts here!

ABOUT THE PROGRAM

The internet can be a powerful research tool - with a little digging in the right places, anyone can find a gold mine of information. But if you've never taken a formal class to learn how to search effectively, then you're probably leaving many of the most useful "cyberstones" unturned. Listen and learn from the experts as Mark Rosch and Carole Levitt show you, slide by slide, how to be your own cybersleuth and access valuable information that will give you a decisive advantage in your next case. You'll learn how to use hidden Google search features and shortcuts to help you:

- Get background and investigative information about people and companies
- Find addresses, phone, fax, and cell numbers for service of process, etc.
- Uncover news from current and archival sources
- Keep on top of your research using free alerts
- Save time and money with more targeted results

Don't miss this convenient, 90 minute course that will help you find more of the information you need to effectively handle your clients' matters, and meet your ethical duties to be technically competent.

SCHEDULE (Eastern)

12:00 pm - 1:30 pm

Do lawyers have a duty to Google?

Using Google as an Investigative Tool

- Creating more effective searches to locate crucial information you might otherwise miss
- Hidden search features, secrets, and shortcuts
- Are you "feeling lucky?"
- Key into Google's "advanced search" menu to create more sophisticated and targeted searches
- Filter search results to find precise information
- Uncover news from current and archival sources
- Keep on top of your research using free alerts
- Track down deleted or altered web pages to use as evidence

Program Evaluation

PRAISE FROM PAST ATTENDEES

- “Completely new information to me and most informative.”
- “Very practical, lots of ways to use Google that I had been totally unaware of before.”
- “Better than I expected. They packed a lot in. Loved the slides and the examples. It held my interest.”
- “Important information [given] requirement lawyers have and use certain level of internet computer technical proficiency.”
- “Will put Google news alerts to use immediately.”
- “Very interesting seminar; the speakers were extremely good.”
- “Very helpful with lots of great tips.”
- “One of the best seminars providing practical content I’ve attended.”

ABOUT THE PRESENTERS



Carole A. Levitt and Mark E. Rosch are principals of Internet for Lawyers and internationally recognized full-time CLE speakers. Their areas of expertise are: Internet investigative, legal, and social media research;

social media ethics; Google search; and Google cloud Apps. Together, they have authored hundreds of Internet research articles and six ABA Law Practice Division books. They have also co-authored thirteen editions of IFL Press’s The Cybersleuth’s Guide to the Internet. In 2013, they were recipients of the “Fastcase Fifty” award, recognizing “50 of the smartest, most courageous innovators, techies, visionaries, and leaders in the law” and in 2014, they both became Fellows in the prestigious College of Law Practice Management.



ON: This program contain 1.5 Professionalism hours.

NB & SK: This program has been approved for 1.5 CPD hours.

BC: CPD application is pending.

Lawyers in other mandatory CPD jurisdictions may count their attendance towards their CPD requirement/plan. **Seminar Partners is an Accredited Provider of Professionalism Content by the Law Society of Upper Canada, and a pre-approved CPD Provider of the Law Society of British Columbia.**

✓ Yes, I want to attend **How to Use Google for Investigative Research**

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* Materials will be distributed electronically in advance. Live webinars feature real-time audio of the presenter with synchronized presentation slides, and a chat feature that allows for live questions and verbal responses by the presenter. The recording of the webinar is available for 30 days..

REGISTRATION FEE (with ON HST*):

On or before April 6, 2017: \$135.00 + \$17.55 (13%) HST* = \$152.55 - Save \$25.00!

After April 6, 2017: \$160.00 + \$20.80 (13%) HST* = \$180.80

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