

FACT FINDING ON THE INTERNET: COMPANY RESEARCH & COMPETITIVE INTELLIGENCE

Company research and its close cousin "Competitive Intelligence" are subjects that ought to be taught in law school. There are endless bits of information that both litigation and transactional attorneys need to know about companies and industries in order to serve clients (or even for the firms' own client development endeavors). Whether you are bringing suit against a company, advising your client about acquiring or selling a company (or prospecting for new clients and identifying hot practice areas for your firm), much of this company and factual information is available free on the Internet, if you know where to find it.

Nationally recognized Internet trainers and authors of the "The Lawyers Guide to Fact Finding on the Internet," Carole Levitt and Mark Rosch, will show you how to find company information and how to turn the information into useful COMPETITIVE INTELLIGENCE...FAST AND FREE (or at low cost)!

Featuring a step-by-step, easy to follow, PowerPoint Presentation, they will show you how to use a variety of FREE Internet resources and provide tips to maximize your company research efforts.

Agenda Get the Most Out of the Internet...

By Learning How the Internet Really Works:

- Sites, Secrets and Shortcuts Revealed
- Identify and Use the Best Search Engines
- Develop Super Search Strategies
- Key into Google's "Advanced Search" Menu
- Fundamental Distinctions Between the "Visible" and the "Invisible" Web
- Locate Information from the "Invisible" Web
- Uncover Ways to Find Deleted Web Pages

By Learning How to Research Companies:

- Obtain General and Financial Information on Public and Private Companies
- Locate Information about a Company's Executives and Officers
- Review SEC Filings and Annual Reports
- Quickly Draft Company Contracts by Finding Samples on the Web
- Search for Current and Historical Stock Quotes
- Access Credit Reports
- Seek Secretary of State Records
- Determine Corporate Structures & Corporate Family Trees
- Find Product Specifications
- Unearth Lawsuits Involving the Company
- Use Usenet Postings, Forums, Message Boards and "Blogs" to Find Information, Rumors or Public Opinion about a Company, Product, or Executive

By Learning How to Turn Company Research into Competitive Intelligence for your Client and your Firm:

- Find News and Magazine Articles about Companies, their Executives and Products (and about Competitor Law Firms and Attorneys)
- Mine Databases for Company Information
- Identify & Assess Your Clients' Competitors (or Your Firm's)
- Get an Update about Your Clients' Industries (or the Legal Industry)
- Research and Predict Business Trends For Your Client's Company (and for Your Own Law Practice)
- Identify New Business Ventures for your Clients and Identify Potential Clients for Your Firm
- Ascertain Whether any Federal or State Agency Regulates the Company or Industry and Review the Information
- Learn about Government Actions Taken against a Company or any Investigations by the Government
- Discover Opinions, Briefs, Complaints and Settlements Concerning the Company
- Uncover Product Recalls
- Set Up Free Alerts to Track a Company, Product or Person

You Will Learn to Find What You Need, FAST and FREE, When You Need It!

Attorneys and other legal professionals will gain practical and effective strategies and skills to conduct systematic and time effective Internet research. Prior Internet experience is not required, but helpful.

COURSE MATERIALS:

Attendees will receive a copy of Carole Levitt and Mark Rosch's 624 page ABA published book, "The Lawyer's Guide to Fact Finding on the Internet," 2nd edition, 2004 – a \$79.95 VALUE! The book also includes a FREE CD-ROM with links to ALL of the sites discussed in the book.