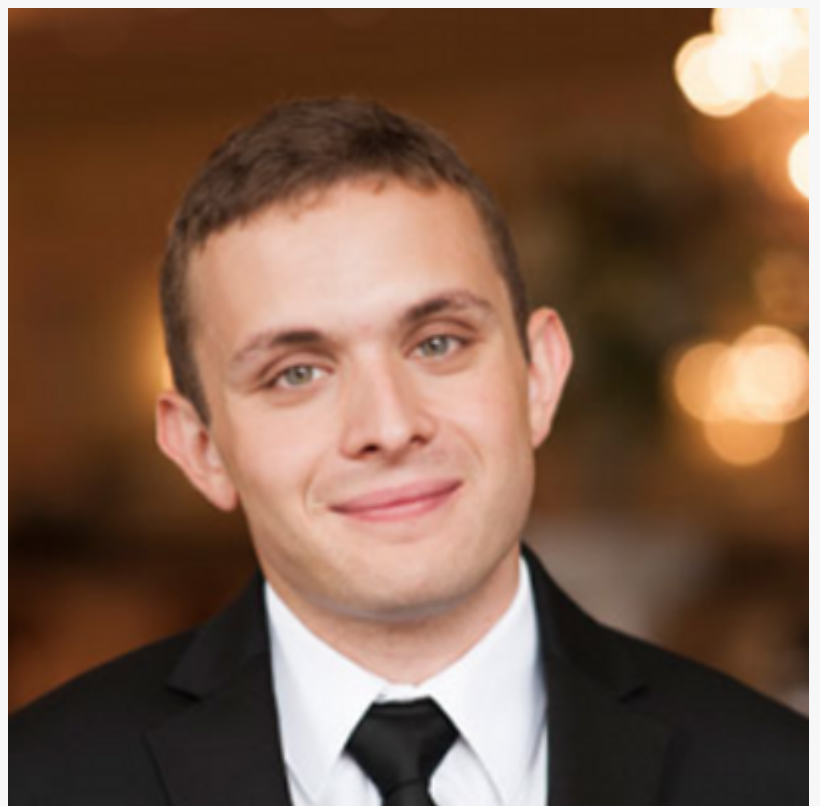


# SmartSites Co-founder Michael Melen Spoke At The Law 2.0 Conference

*The Law 2.0 Conference, renowned for its innovative exploration of LegalTech, saw the participation of Michael Melen in a panel discussion this year.*

PARAMUS, NEW JERSEY, UNITED STATES, August 10, 2023  
/EINPresswire.com/ -- The session, "[Law Firm Marketing](#) Strategies: A Need Of The Hour?", was held on July 11, 2023, at 9:00 AM at the Caesars Forum, Las Vegas, USA.

Renowned for his forward-thinking strategies and leadership in digital marketing and law, Melen's role in this panel underscored the Law 2.0 Conference's commitment to delivering insights from the industry's pioneering figures.



The Law 2.0 Conference offered an unparalleled platform for the global legal community to delve into significant emerging trends and technologies in the legal sector. Melen's inclusion highlighted the conference's dedication to empowering legal professionals to navigate the increasingly complex and interconnected digital legal landscape.

Melen's panel discussion provided invaluable insights into the rapidly evolving field of legal marketing. Attendees had the unique opportunity to learn from his vast experience as a digital marketing specialist, gaining a comprehensive understanding of how contemporary marketing strategies can revolutionize law firm operations.

"As law firms increasingly recognize the need to differentiate themselves in a dynamic marketplace, this panel discussion was designed to provide them with practical, actionable strategies," said Michael Melen. "The Law 2.0 Conference was a must-attend event for legal professionals, including attorneys, policymakers, legal consultants, law firm representatives, arbitrators, mediators, and law students."



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*Michael Melen*

2023’s agenda promised to offer insights into AI-driven legal research, intellectual property regulations, digital dispute resolution, and more – and it did.

#### About the Law 2.0 Conference

The Law 2.0 Conference is a premier legal event that showcases emerging trends and technologies reshaping the legal industry. The conference serves as a platform for legal professionals to network, learn, and share insights about the challenges and opportunities in today’s

globalized business environment.

#### About SmartSites

Founded by Michael Melen and Alex Melen, SmartSites (<https://www.smartsites.com>) is a full-service online advertising agency that offers website design and development, SEO, and PPC marketing services. They have a diverse team of designers, developers, and strategists that span across the globe. Michael Melen currently serves as the Co-CEO and COO and is deeply involved in [Search Engine Optimization](#) and Online Marketing. He is also the founder of Backlink Build. Alex Melen is an Award-Winning Entrepreneur & Keynote Speaker, and founder of web hosting company T35 Hosting (founded 1997). Today, SmartSites manages over \$100MM/year in advertising spend and has been featured in the Inc. 5000 for six consecutive years as one of the fastest growing digital agencies.

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