



## Michael Fugler Speaks at NIBA New Orleans Conference

New Orleans, LA ([PRBuzz.com](http://PRBuzz.com)) March 6, 2012 -- Michael Fugler speaks ("sneak peak" into your future way of doing business!) at the National Investment Banking Association (NIBA) New Orleans Conference, February 2012.

Mr. Fugler was joined by Ernest Svenson, Severson Law Firm and Co-Founder DigitalWorkflowCLE, a/k/a Ernie the Attorney, for "30 Tech Tips in 30 Minutes."

Michael Fugler, Chairman of NIBA's Advisory Committee to the Board stated, "Ernie is a terrific presenter. It is a pleasure to share the stage with him. There are a lot of great technology tools out there, many of which are cheap (or free), reliable and extremely useful. Problem is: most people don't have time to figure out which tech offerings meet those criteria. I brought Ernie in to kick off my "technology for everyday life series" and he will deliver 30 Tips in 30 Minutes in a fast paced (think "speed-dating for tech tips") presentation that will quickly show you a bunch of useful tech tips. The audience can pick the ones they like most, and implement those and they will have learned something valuable. Technology is hard enough without compounding it with a boring lecture and Ernie is not boring."

Mr. Fugler continued, "We are the middle of the informational technology revolution, and people want experts who can offer you a clear view of using technology to build their future. Many people are thinking, "I wish I could do that" so now for the first time, ever, live or video on stage we are starting with "Here is how to do it!" I am developing a "not to be missed" Education, Training and Demonstration of "How to do it", short sessions with our fast paced series of experts revealing the secrets you need to know."

Mr. Fugler went on to say that "Technology advances, globalization, "The Great Recession" and shifts in the financial services marketplace have changed everything, so I came up with the idea that I needed to develop short sessions to give an overview of how to develop your "Master Plan" using Technology and Social Media in shaping your client acquisition and relationship in this new economy and our changing world. It is being extremely well received. There will be video and live presentations on website design and implementation, the "done for you" behind the scenes use of Facebook, LinkedIn, Twitter, You Tube and how to seamlessly tie them together to make you look like a techno genius; inside looks at hardware, software, smart phones, tablets, digital photography, video; directions and demonstrations on how to shoot video and upload it to email, mobile devices and You Tube to communicate with your clients. The idea of

the continuing programs, speeches, webinars will be that when you return home you will never be the same, sessions will be loaded with "step by step" instructions and demonstrations."

Michael Fugler [www.michaelfugler.com](http://www.michaelfugler.com)

Two term past Chairman and three term past Secretary of NIBA [www.nibanet.org](http://www.nibanet.org)

Chairman, EURO Financial Network, Inc. [www.eurofinancialnetwork.com](http://www.eurofinancialnetwork.com)

Head of Global Capital Markets, Welcome Life Financial Group [www.welcomelife.com](http://www.welcomelife.com)

Deputy Chairman 2011, Past Secretary 2010, European Life Settlement Association (ELSA) [www.elsa-sls.org](http://www.elsa-sls.org)

Mr. Fugler currently serves on the Board of ASG Securities and as Head of Global Capital Markets for Welcome Life Financial Group. He manages the strategic vision and direction for offering institutional clients investing, trading, product development, capital raising and independent objective advice.

Mr. Fugler has been a licensed Attorney for 38 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 16 years being FINRA ([www.finra.org](http://www.finra.org)) registered with Series 7, 24, 63, 79 and 99 licenses and establishing offices and providing extensive consulting and guidance to institutional investors throughout Europe and the USA.

Ernest E. Svenson is known for his 'Ernie the Attorney' site ([erniethattorney.net](http://erniethattorney.net)), which was chosen by the ABA Journal as one of the top 100 law weblogs two years in a row. He believes that the practice of law is largely an "information processing business" and tries to help lawyers find more efficient ways to process their information. Toward that end he has started two other weblogs: [pdfforallawyers.com](http://pdfforallawyers.com) and [digitalworkflowcle.com](http://digitalworkflowcle.com). He is also a frequent speaker on topics related to practical use of technology by lawyers.

National Investment Banking Association (NIBA) [www.nibanet.org](http://www.nibanet.org)

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