

Program Agenda

- 8:30 a.m. – 9:00 a.m. **Registration & Networking**
- 9:00 a.m. – 9:10 a.m. **Welcome and Introductions**
- 9:10 a.m. – 9:20 a.m. **Setting the Stage: Conference’s Main Themes**
Carol Schiro Greenwald, Program Co-Chair
Nancy B. Schess, Program Co-Chair
- 9:20 a.m. – 10:10 a.m. **Client Service is the Best Marketing Technique:
Why Do So Few Lawyers Do It Well?**
Carol Schiro Greenwald, Program Co-Chair
Nancy B. Schess, Esq., Program Co-Chair
(1.0 MCLE Credit in Law Practice Management)
- 10:10 a.m. – 11:30 a.m. **TED-Talks: Traditional Marketing Techniques: Modern Best
Practices and Ethical Considerations**
Networking Do’s and Don’ts **Nancy Schess, Esq.**
Content Creation: When, Where and How **Marcia Golden**
Public Relations: What, Why and How **Keith Emmer, Esq.**
(1.5 Credits in Ethics)
- 11:30 a.m. – 12:00 p.m. **Break | Lunch Buffet**
- 12:00 p.m. – 1:00 p.m. **Luncheon Keynote | “We Have Seen the Future and It Is Us”**
Chad Burton, Esq., Burton Law LLC
(1.0 MCLE Credit in Law Practice Management)
- 1:00 p.m. – 1:50 p.m. **Website Best Practices | Compliance with the New York Rules**
Mitch Tobol, CGT Marketing
Nancy B. Schess, Esq., Program Co-Chair
(1.0 MCLE Credit in Ethics)
- 1:50 p.m. – 3:05 p.m. **TED-Talks: Money & Marketing on the Internet
Best Practices and Ethics for New York Lawyers in the
Digital World**
LinkedIn **Allison C. Shields, Esq.**
AVVO **Dan Lear, Esq.**
LegalZoom **Sally Robertson, Esq.**
(1.5 MCLE Credit in Ethics)



3:05 p.m. – 3:15 p.m.

Break

3:15 p.m. – 4:05 p.m.

**Ethics and the Internet | What All New York Lawyers
Need to Know**

Philip Tuitou, Esq., Hinshaw & Culbertson

(1.0 MCLE Credit in Ethics)

4:05 p.m. – 4:30 p.m.

**Developing Your Plan | Putting It All Together | Key Take-
Aways for Solo Practitioners**

Carol Schiro Greenwald, Program Co-Chair

Nancy B. Schess, Esq., Program Co-Chair

(0.5 MCLE Credit in Law Practice Management)

4:30 p.m.

Conference Wrap-up

Carol Schiro Greenwald, Program Co-Chair

Nancy B. Schess, Esq., Program Co-Chair