

2017 Marketing Conference for Solo Practitioners

*Client Service, Emerging Technology, Ethics and the Delivery of Legal Services –
Developing Your Strategic Practice Growth Plan*

Friday, March 3, 2017

9:00 a.m. – 4:30 p.m.

New York Society of Security Analysts

1540 Broadway | Entrance on 45th Street | Suite 1010 | NYC

NYSBACLE
Live Program & Webcast



**INCLUDES
3.0 ethics credits**

Reasons to Attend:

- Solo Practitioners can learn how to develop an effective marketing and business development strategy
- Learn about the interplay between marketing and attorney ethics
- Earn 5.0 MCLE Credits including 3.0 ethics credits
- Receive a copy of the NYSBA Publication *Grow Your Practice: Legal Marketing and Business Development Strategies* (\$65 Value)
- \$195 for NYSBA Members

**[www.nysba.org/March
MarketingConference2017](http://www.nysba.org/MarchMarketingConference2017)**




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Live tweet with us on March 3rd using [#nysbaMarketing](https://twitter.com/nysbaMarketing) 

ELECTRONIC COURSE MATERIALS (ECM)

Course Materials for NYSBA CLE programs are now distributed electronically!

All program materials are distributed exclusively online in searchable PDF format, allowing attendees more flexibility in storing this information and allowing you to copy and paste relevant portions of the materials for specific use in your practice. A CLE NotePad (paper) will be provided to all attendees at the live program site.

The CLE NotePad includes lined pages for taking notes on each topic, as well as any PowerPoint presentations submitted prior to printing.

Prior to a scheduled program date, all registrants will receive an email message containing a hyperlink that when clicked will provide you with access to the complete course materials in a searchable PDF format which can be downloaded to your computer. Printing the complete materials is not required for attending the program. Online materials are updated periodically to reflect last minute submissions from program faculty, guaranteeing that you will always have the latest version of the materials.

Join or Renew Your NYSBA Membership and Save



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Become a NYSBA Member Today! Go to www.nysba.org/join

INFORMATION AND POLICIES

Pre-registration Strongly Advised: You can save money and guarantee your seat and course materials by registering early. Seating is limited in all locations and registrations are taken on a first-come, first-served basis.

Cancellations Are Easy – Full Refunds Are Given: Your full registration fee will be refunded if you give us notice no later than the close of business (4:45 p.m. EST) three business days prior to the date of the program for which you registered. Registrations canceled less than three business days from the program date will be assessed a cancellation fee of \$25.00. To cancel, call or email the Member Resource Center at (800) 582-2452 or mrc@nysba.org. If you do not cancel and do not attend the program, access to a complete set of course materials in PDF format will be forwarded to you via e-mail in consideration of the registration fee. Non-registrants may purchase program materials after the final program date.

MCLE Credit: This program is acceptable for MCLE credit in New York and many other MCLE jurisdictions.

Tuition Assistance: New York attorneys may apply for tuition assistance to attend this program based on financial hardship. Any New York attorney who has a genuine financial hardship may apply for tuition assistance for a CLE program by completing a Tuition Assistance Request Form and returning it to the CLE Department no later than five working days prior to the program, explaining the basis of his/her hardship. If granted, the attorney will receive tuition assistance, depending on the individual's circumstances. For more details, please contact Holly Murray at (518) 487-5586.

Recording of NYSBA Seminars in any form is strictly prohibited.



Accommodations for Persons with Disabilities: NYSBA welcomes participation by individuals with disabilities. NYSBA is committed to complying with all applicable laws that prohibit discrimination against individuals on the basis of disability in the full and equal enjoyment of its goods, services, programs, activities, facilities, privileges, advantages, or accommodations. To request auxiliary aids or services or if you have any questions regarding accessibility, please contact Cindy O'Brien at (518) 487-5585 or cobrien@nysba.org.

PROGRAM DESCRIPTION

The 2017 Marketing Conference for Solo Practitioners is built around the assumption that as a busy lawyer doing client work plus administrative tasks, there is sometimes not enough time for new business development and setting up a marketing plan. Attend this program and understand how to set up an effective marketing and business development strategy. You will learn what marketing options are available so that you can create a plan that works for you.

You will learn best practices for the traditional tools of client service, networking, public relations and content creation plus an overview of Internet opportunities for practice growth.

Get answers to these questions and much more . . .

- How can I differentiate my firm on the basis of client service?
- Is my current marketing in compliance with attorney advertising rules?
- Why should I make time to participate in in-person networking activities?
- Why do I constantly have to be creating content for my website and other online venues?
- How do I get visibility in my local community?
- How can my website bring in business?
- Do I need to belong on AVVO or LegalZoom?
- Can I use LinkedIn if I don't want any clients in California?
- Can I target specific prospect groups without violating the NYS Rules of Professional Conduct?

These and other current issues will be addressed in this exciting program featuring TED-style talks.

In addition, our Keynote Speaker, **Chad Burton, Esq.**, CEO of CuroLegal, a well-known legal futurist and founder of the multistate virtual firm, Burton Law LLC will discuss the new realities impacting the legal industry and explain how he used technology to take advantage of these trends in creating his firm.

Each registrant will receive a copy of the NYSBA publication on Marketing: **Grow Your Practice: Legal Marketing and Business Development Strategies** (\$65 Value).

This program includes a total of 5.0 MCLE credits: 3.0 in ethics and 2.0 credits in law practice management and includes continental breakfast and lunch. If you are unable to attend in person, this program will also be recorded and streamed as a live webcast.

5.0 TOTAL CREDITS: 3.0 ethics; 2.0 areas of professional practice

This course has been approved for MCLE credit in New York for all attorneys, including newly admitted (less than 24 months).

This program has also been approved for MCLE credit by the **State Bar of California** and the **Pennsylvania Continuing Legal Education Board** for 0 credit hours of substantive law and 2.5 credit hours of ethics. All inquiries regarding MCLE credits may be directed to (518) 487-5606.

This program has been approved by the **Board on Continuing Legal Education of the Supreme Court of New Jersey** for 5.2 hours of total CLE credit. Of these, 3.0 qualify as hours of credit for ethics/professionalism, and 0.0 qualify as hours of credit toward certification in civil trial law, criminal trial law, workers compensation law and/ or matrimonial law. This course does not qualify under any of the nine specified new admit areas, in five of which New Jersey attorneys admitted in 2009 or thereafter, in their first full two-year compliance period, must take 15 of their 24 required credit hours (see BCLE Reg. 201:2).

The New York State Bar Association's Committee on Continuing Legal Education has been certified by the New York State Continuing Legal Education Board as an accredited provider of continuing legal education in the State of New York.

IMPORTANT NOTICE: PARTIAL CREDIT FOR PROGRAM SEGMENTS NOT ALLOWED. Under the New York State Continuing Legal Education Board Regulations and Guidelines, attendees at CLE programs cannot receive MCLE credit for a program segment unless they are present for the entire segment. Persons who arrive late, depart early, or are absent for any portion of the segment will not receive credit for that segment.

AGENDA

2017 Marketing Conference for Solo Practitioners

- 8:30 a.m. – 9:00 a.m. **Registration & Networking**
Includes continental breakfast
- 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, Esq., 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
(0.5 Credit in Ethics, 0.5 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 B. Schess, Esq.**
Content Creation: When, Where and How **Marcia Golden**
Public Relations: What, Why and How **Keith Emmer, Esq.**
(No MCLE Credit)
- 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., CuroLegal
(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 a Digital World**
LinkedIn **Allison C. Shields, Esq.**
AVVO **Dan Lear, Esq.**
LegalZoom **TBD**
(0.5 Credit in Ethics, 0.5 MCLE Credit in Law Practice Management)
- 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 LLP
(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
(No MCLE Credit)
- 4:30 p.m. **Conference Wrap-up**
Carol Schiro Greenwald, Program Co-Chair
Nancy B. Schess, Esq., Program Co-Chair

View the detailed agenda at

www.nysba.org/MarchMarketingConference2017

PROGRAM FACULTY

Carol Schiro Greenwald, Ph.D.
MarketingPartners

Mitch Tobol
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Nancy B. Schess, Esq.
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Legal Ease Consulting, Inc.

Chad Burton, Esq.
CuroLegal

Dan Lear, Esq.
Avvo

Marcia Golden
DJD/Golden Advertising Inc.

Philip Tuitou, Esq.
Hinshaw & Culbertson LLP

Keith Emmer
Startegix LLC

View Speaker Biographies and Complete Agenda Online at
www.nysba.org/MarchMarketingConference2017

PROGRAM LOCATION

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1540 Broadway | Entrance on 45th Street | Suite 1010 | New York City

Friday, March 3, 2017
9:00 a.m. – 4:30 p.m.

Webcast

Can't Attend in Person? This program offers a simultaneous live webcast option allowing you to "attend" the program from the convenience of your home or office. NOTE: Newly admitted attorneys must attend in person to receive New York MCLE Credit.

PRICING

NYSBA Members – \$195

Non-Members – \$295

Program fee includes continental breakfast and lunch buffet.



All Attendees will receive a copy of the NYSBA Marketing Publication **Grow Your Practice: Legal Marketing and Business Development Strategies** (\$65 Value)

REGISTER TODAY

Online: www.nysba.org/MarchMarketingConference2017

Phone: 1-800-582-2452

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www.nysba.org/LPM

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3.0 Ethics | 2.0 LPM

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4 WAYS TO REGISTER

- Call** **1.800.582.2452** (U.S. and Canada) or **518.463.3724** in Albany & surrounding area
- Mail** New York State Bar Association, Member Resource Center, One Elk Street, Albany, NY 12207
- Fax** **518.463.5993**
Download an order form online at www.nysba.org/CLEOrderForm
- Online** www.nysba.org/CLE
www.nysba.org/MarchMarketingConference2017

Please Note

- CLE seminar coupons and complimentary passes **CANNOT** be used for this program.
- Registrations canceled less than three days from the program date will be assessed a \$25.00 cancellation fee.

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