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ABA Law Firm Marketing
Strategies Conference

www.lawpractice.org/marketingconference

R³

Reputation. Referrals. Rankings.

November 8-9, 2011

Four Seasons Hotel

Philadelphia, PA

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Win an iPad2!

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Presented by the:

ABA **LAW PRACTICE MANAGEMENT SECTION**
MARKETING • MANAGEMENT • TECHNOLOGY • FINANCE

R³

Reputation. Referrals. Rankings.

About the ABA Law Firm Marketing Strategies Conference

In today's ultra-competitive legal marketplace, lawyers and law firms are fighting for market share. Whether your clients are Fortune 500 companies, midsize businesses or the consumer-on-the-street, the keys to successful, ongoing growth rest in your own hands. Learn the tools of the trade you need to ensure future business development success.

Your **reputation** is paramount, and knowing how to let the world know about the good work you do is mission one. Much of that business is tied to **referrals**—by happy clients, colleagues and networks that can keep new business flowing. And how you **rank** means different things to different attorneys and practices—when and where does it matter?

The inaugural ABA Law Firm Marketing Strategies Conference focused on the 30th anniversary of *Bates v. Arizona* and ethical considerations. In 2009, the second conference looked at a lawyer's ability to differentiate him or herself in a crowded market. Now, the third biannual conference looks at R³—and the core elements that go into true business development success. We return to the Four Seasons Hotel in Philadelphia, PA, November 8–9, 2011 for two days that can shape your firm's marketing for the future.

When Compared To Other Conferences...

- Learn from our faculty of attorneys who speak based on actual experience, not sales pitches
- Our Keynote Speakers are experts in the topics you need and want to know about: emotion in marketing and how clients use the Internet to find lawyers
- Networking with other attendees before, during and after the event is facilitated through our social media channels so you can expand your contacts

HEAR FROM A PREVIOUS ATTENDEE...

The 2009 ABA Law Firm Marketing Strategies Conference was electric with ideas that impact our firm's bottom dollar! As a result, we immediately implemented many of the exceptional tips and redefined the marketing strategy for our law firm. I look forward to the 2011 Conference which will build upon these great programs and open yet more doors to new business.

—Tom Bolt, 2009 Attendee, Managing Attorney,
BoltNagi PC

TUESDAY, NOVEMBER 8, 2011

9:00AM – 10:00AM

**Keynote #1: Lie to Me! “Emotion Management”
of Your Marketing Will Invite Trust, Not Contempt**

Dan Hill, President, Sensory Logic, Inc., Minneapolis, MN

Does your marketing enhance or hinder your reputation as a lawyer? It’s a well-worn yet true cliché that “trust is the emotion of business.” There is probably not a profession in which that holds truer than the business of law.

Thanks to the power of “facial coding”, it is remarkably easy to predict what a buyer thinks of you and your message. We welcome our keynote speaker, Dan Hill, an internationally recognized authority on the use of facial coding to identify what works in marketing for his global, Fortune 500 clientele. Learn how your efforts can attract and gain credibility.

The author of *Body of Truth: Leveraging What Consumers Can’t or Won’t Say*; *Emotionomics: Leveraging Emotions for Business Success* (chosen by Ad Age as one of “10 Books You Should Have Read in 2009”); and *About Face: Ten Secrets to Emotionally Effective Advertising*, Hill is frequently featured in the national media discussing facial coding analysis in matters ranging from presidential elections to the baseball steroid scandal.



WEDNESDAY, NOVEMBER 9, 2011

9:00AM – 10:00AM

**Keynote #2: “In Search of...Lawyers” How the Internet Has
Changed Everything**

Peter Shankman, Founder, Help A Reporter Out, Founder and CEO,
The Geek Factory, Inc., New York City, NY

Peter Shankman has been described as “redefining the art of networking.” Learn how social media, marketing and public relations converge on the Internet to change the way lawyers see themselves...and more importantly, are seen and retained.



Visit www.lawpractice.org/marketingconference for updates on the Conference.

LPM LAW VIDEO AWARDS!

SUBMISSION DEADLINE: SEPTEMBER 15

LPM will honor “excellence in law video” at a special presentation during the ABA Law Firm Marketing Strategies Conference.

Golden Gavel Awards will be given to the top videos in the following categories: Large Firm, Small Firm, Legal Consultant/ Vendor and Short Video. Conference participants will also vote to determine the winner of a “Best in Show” award.

TUESDAY, NOVEMBER 8, 2011

10:00AM – 11:00AM

**ROI: Examining the Return on Investment for Business
Development Spending**

As law firm investment in marketing and business development efforts increase, so does the interest in understanding how much to spend and how to measure success. In this program, we examine strategic budgeting and spending approaches, ways to address issues of origination and credit, measuring the impact of public and media relations, and other ways to strengthen your bottom line.

Moderator: Micah Buchdahl, President, HTMLawyers, Inc., Moorestown, NJ

Panel: James Diaferia, Partner, Infinite PR, New York, NY; Michael Nestor, Partner, Young Conaway Stargatt & Taylor, Wilmington, DE; Samuel Silver, Partner, Schnader Harrison Segal & Lewis LLP, Philadelphia, PA

11:15AM – 12:15PM

The Business of You—Surviving and Thriving in Big Law

Most attorneys at a big law firm assume that they do not need to market since they are working under the umbrella of their firm branding. At some firms, associates and partners are not encouraged to market themselves because the firms would rather have them billing than networking. However, in order to survive in the current legal market, it is a necessity for attorneys to market themselves, not only to clients and potential clients, but also to their colleagues and to the staff. In this program, we examine the paths and strategies of attorneys who are currently working or had previously worked at big law firms and how their various strategies have led to where they are today.

Moderator: Lyn Diaz, Attorney, Paul, Hastings, Janofsky & Walker LLP, Los Angeles, CA

Panel: Dianne Coady Fisher, Shareholder, Greenberg Traurig LLP, Philadelphia, PA; Justin Gdula, Associate, Dechert, LLP, Philadelphia, PA; James Gilliam, Deputy Executive Director, ACLU of Southern California, Los Angeles, CA

12:30PM – 2:00PM

Luncheon: Effects of Rankings & Ratings on the Legal Profession

Perhaps no other topic illicit greater response than the issue of rankings and ratings. There are literally thousands of companies playing in this space—from Chambers USA and Martindale to American Lawyer Media and Avvo. Which companies have the greatest impact? What are the ethical quandaries? How do you deal with so many surveys? What are the pros and cons of participation? The ABA Law Firm Marketing Strategies Conference continues to be at the forefront of this controversial subject. This roundtable program will feature participation from perspectives that include law firm management, in-house counsel, traditional print and online rankings entities and the media.

2:00PM – 3:00PM

An Ethics Guide to Lawyer Marketing

This interactive program will use hypotheticals to cover various topics involved in lawyer marketing, including: the standards for judging lawyer marketing (including constitutional issues and the reach of a state's ethics rules); the rules governing content (including self-laudatory and unverifiable claims, testimonials and endorsements); law firm marketing issues (including Web sites and law firm names); individual lawyer marketing issues (including areas of practice, inclusion in honorary lists and descriptions of past successes); direct mail marketing; solicitation (including in-person and electronic solicitation); and the use of new technology in lawyer marketing.

Speaker: Thomas E. Spahn, Partner, McGuireWoods, McLean, VA

3:15PM – 4:15PM

The Power of Video in Lawyer Marketing

As technology evolves, so too does law firm marketing. In this panel, we will discuss how the use of technology, specifically video on the Web, can be a powerful boost to a marketing plan. We will review scenarios in which video is your optimum medium, as well as cover the pitfalls to be avoided. We will also touch upon the tools and how small and medium-sized firms and individual practitioners can stretch their marketing dollar to be as tech savvy as the big firms.

Moderator: Nick Gaffney, Partner, Infinite PR, San Francisco, CA

Panel: Kelvin Chin, Sales Director, Womble Carlyle Sandridge & Rice, PLLC, Washington, DC; Sarah Feingold, General Counsel, Etsy, Inc., Brooklyn, NY; *Additional Faculty to be Announced*

WEDNESDAY, NOVEMBER 9, 2011

10:00AM – 11:00AM

Social Media: Does Your Firm Marketing Plan Need A Face Lift?

Tired of the one size fits all social media “gurus” that tell lawyers to use social media as a marketing/advertising tool to reach potential clients and to follow a cookbook approach to things that you “must” do to get those clients flooding in? Then attend this session which will focus on the ways to use social media tools, where the primary focus is not marketing, but methods that fit your personality and comfort zone, that could yield both expected and unexpected marketing benefits.

Moderator: Steve Silverberg, Partner, Silverberg Zalantis LLP, White Plains, NY

Panel: Dennis Kennedy, In-House Counsel, MasterCard Worldwide, O’Fallon, MO; Tom Mighell, Senior Consultant, Contoural, Inc., Dallas, TX; Tim Stanley, CEO, Justia.com, Mountain View, CA

11:15AM – 12:15PM

Associate Business Development Training

It’s not taught in law school, but it is a prerequisite for a successful career as a lawyer. Business Development. Associate Business Development training is designed to support the retention and advancement of a firm’s most valuable asset: its human capital. Firms that provide the tools attorneys need for success in their ongoing efforts to develop their practices and build a solid book of business, will find themselves with associates better able to contribute to the current, and future, bottom line. The techniques we will cover include programs and products designed to complement the myriad resources available to associates, with a focus on marketing and business development.

Moderator: Rachel Silverman, Business Development, Bracewell & Giuliani LLP, New York, NY

Panel: Michael Downey, Partner, Armstrong Teasdale LLP, St. Louis, MO; *Additional Faculty to be Announced*

12:30PM – 2:30PM

Luncheon: 10x10 – 10 Topics, 10 Presenters, 10 Minutes Each. (It’s like speed dating, but better)

Always a conference favorite, an LPM original, the 10x10 is back with tons of useful information presented in a flashy format. Once again, we provide 10 marketing topics from 10 attorneys for 10 minutes each.

Among the topics will be:

- Personal Branding
- Successfully Rebranding Your Practice Group
- Charitable Giving
- RFPs – How To, When To...
- Top Ten Tips for Getting My Business – An In-House Counsel Perspective

NETWORKING AND SOCIAL MEDIA

Golden Gavel Awards Ceremony and Reception

Get ready to walk the red carpet as you attend our version of the Oscars, the Golden Gavel Awards, as we honor the best in law video marketing. Firms from across the country have been submitting videos used to promote their services in hopes of being recognized with this prestigious award. Following the educational programming on Tuesday, November 8, join us from 4:30PM to 6:30PM for a reception and viewing of the



Follow us @LawPracticeTips

Use #R3Conference to interact with legal marketing minds alike on Twitter! Get real-time conference updates, chat with other attendees, and get the inside-look into the R3 and the core elements that go into true business development success.



Connect with the Conference Group

Located in the LPM LinkedIn group, the ABA Law Firm Marketing Strategies Conference Subgroup is the most valuable professional network for legal professionals attending the Conference. Not only can you connect with other attendees and speakers of the Conference, connect with members of LPM and build your professional network.

MONDAY, NOVEMBER 7, 2011

3:00PM – 5:00PM Registration

TUESDAY, NOVEMBER 8, 2011

7:30AM – 4:30PM Registration

7:30AM – 8:45AM Breakfast

8:45AM – 9:00AM Welcome

9:00AM – 10:00AM **Keynote #1:** Lie to Me! “Emotion Management” of Your Marketing Will Invite Trust, Not Contempt

10:00AM – 11:00AM ROI: Examining the Return on Investment for Business Development Spending

11:15AM – 12:15PM The Business of You—Surviving and Thriving in Big Law

12:30PM – 2:00PM Luncheon: Effects of Rankings & Ratings on the Legal Profession

2:00PM – 3:00PM An Ethics Guide to Lawyer Marketing

3:15PM – 4:15PM The Power of Video in Lawyer Marketing

4:30PM – 6:30PM Golden Gavel Awards Ceremony and Reception

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11:15AM – 12:15PM Associate Business Development Training

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REGISTRATION FORM



November 8-9, 2011

Four Seasons Hotel
One Logan Square
Philadelphia, PA 19103

Copy this form for additional registrants. Payment must accompany all registration forms. To register, complete this form and submit with payment or register online through our secure server.

Please print legibly. You may type in any of the fields, except the signature.

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Register by September 6 and be entered into an iPad2 giveaway!

Fax: 1-312-988-5820

Mail: ABA Law Firm Marketing Strategies Conference
Attn: LPM
321 N. Clark St., MS 18.2
Chicago, IL 60654

E-Mail: lpm-meetings@americanbar.org

Web: www.lawpractice.org/marketingconference

Hotel reservations:

Call the Four Seasons Hotel at 1-760-327-8311. Be sure to ask for the special ABA Law Firm Marketing Strategies Conference rate of \$210.00/night plus tax. Reservation must be made by 5:00 p.m. CST on October 17, 2011.

It is important to us that you enjoy the ABA Law Firm Marketing Strategies Conference. If due to a physical challenge you have any special needs, accommodations or requirements, please contact us directly.

	Super Early Bird (Now-9/6)	Early Bird (9/7-10/3)	Regular (10/4-Onsite)
LPM Member	\$595	\$650	\$795
Event Promoter	\$595	\$695	\$795
ABA Member	\$595	\$695	\$895
Non-Member Rate	\$695	\$795	\$995

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Refunds: Refund requests must be sent in writing. Refunds postmarked on or before September 1, 2011 will be fully refunded less a \$50.00 administrative fee. No refunds will be given after September 1, 2011.

Send refund requests to:

ABA Law Firm Marketing Strategies Conference Refund, Attn: LPM,
321 N. Clark St., MS 18.2,
Chicago, IL 60654.

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