



TELECONFERENCE
Can You Afford to Ignore Social Media?
How To Market Your Mediation Practice in 2010

OCTOBER 21, 2010
12:00 - 1:15 PM Eastern Time

Mediators know the benefits of mediation: preserve reputations, privacy, less time, less money and possibly maintain existing relationships, but does the average client know?

As many mediators are aware, it can be a difficult and sometimes frustrating job to market your practice. Mediators are only sought when there is a dispute. How do you market your practice to clients who may or may not need your service?

Tried and true marketing practices such as in-person networking and client meetings are still prevalent but in 2010, the new way to market involves social media. Social media is ever present and cannot be ignored. Social media is becoming the way to make connections with your clients whether it be through blogging, e-newsletters, LinkedIn, Facebook, Twitter, podcasting; just to name a few.

Learn how social media can help you maintain relationships with your clients while promoting your practice.

Moderator:

Jerry Slusky, Smith, Gardner Slusky Law, Omaha, NE

Panelists:

Loretta Carroll, Carroll Communications, Omaha, NE

Diana Mercer, Peace Talks Mediation Services, Playa del Rey, CA

Price:

\$35 – ABA Section of Dispute Resolution members

\$55 – ABA members

\$75 – General/Non-members

Registration: Register online at www.abanet.org/dispute or fill out and return the enclosed registration form.

Registration Deadline – October 18, 2010

CLE Information: Individual teleconference participants may apply for CLE directly with their own state CLE agency. *States currently not accrediting ABA Teleconferences:* DE, IN, KS, OH, PA.



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Choose One:
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Signature: _____ Date: _____

You must provide a valid email address in order to receive the dial-in information and session materials via email.

Teleconference Registration Deadline: Monday, October 18, 2010.

Send registration form to:
ABA Section of Dispute Resolution
740 15th Street, NW
Washington, DC 20005
Phone: 202-662-1680
Fax: 202-662-1683