

The Hildebrandt Institute and West LegalEdcenter present:

Social Media Forum:

Beyond the Basics: Integrated Social
Media Marketing for Law Firms

September 22, 2011

New York City
Thomson Hall

Plan to join us for a special one-day briefing focused on emerging strategies, practical tools, and success stories in using social media to drive revenue growth in law firms.

2 Ways to
Register

1. Phone: 1-800-308-1700
2. Online: <http://bit.ly/sociallaw>

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WHAT YOU WILL LEARN...

Attendees will learn how to best utilize and integrate the most effective social media platforms to engage current and potential clients. Our panel of experts, drawn from both inside and outside the legal industry, will discuss best practices in integrating a social media strategy into a law firm's overall marketing and business development approach.

Topics that will be examined during the conference include:

- Social media and its role in business development, client retention, growth and differentiation strategies
- Gaining buy-in and implementing a social media strategy
- Creating relevant and effective content
- Measuring success

EVENT CO-CHAIRS

Jasmine Trillos-Decarie—Foley Hoag, Director of Marketing & Business Development
Adrian Dayton—Legal Marketing: Social Media Edition Founder

ADVISORY BOARD

Jasmine Trillos-Decarie—Foley Hoag, Director of Marketing & Business Development
Adam Stock—Allen Matkins Leck Gamble Mallory & Natsis LLP, Director of Marketing & Business Development
Adrian Dayton—Legal Marketing: Social Media Edition Founder
Jayne Navarre—Law Gravity LLC, Director, author of *social.lawyers: Transforming Business Development*
Silvia Coulter—Vice President, The Hildebrandt Institute

SPEAKERS

John Corey—President of Green Target
Silvia Coulter—Vice President, The Hildebrandt Institute
Aden Dauchess—Director of Digital Marketing at Womble Carlyle
Adrian Dayton—Legal Marketing: Social Media Edition Founder
David Donahue—Partner at Holland & Knight
Darron Fronta—Director of Marketing at LeClairRyan
Jeff Ifrah—Founder, Ifrah Law
Jayne Navarre—Law Gravity LLC, Director, author of *social.lawyers: Transforming Business Development*
Peter Ozolin—CEO, Manzama
Adam Stock—Allen Matkins Leck Gamble Mallory & Natsis LLP, Director of Marketing & Business Development
Jasmine Trillos-Decarie—Foley Hoag, Director of Marketing & Business Development
Brian Wassom—Partner, Honigman

REGISTRATION RATES

Law Firms: \$795
Non-Law Firm/Non-Corporate Law Department: \$5000

REGISTRATION TERMS & CONDITIONS

Registration fees apply to individual registrations only and cannot be shared among people from the same firm.

REGISTRATION INCLUDES:

- Admittance to all workshop sessions
- Access to online program materials
- One set of printed materials/handouts
- Meals, refreshment breaks and reception

SPECIAL OFFERS!

1. Receive **15% off** of your registration with this brochure! Mention promo code: **SOCIAL15**
2. Group Discounts Available! **Save 30%** when you bring 3 or more people!
Call **1-800-308-1700** for more information



EVENT AGENDA

8:30 a.m. – 9:00 a.m.

Registration and Continental Breakfast

9:00 a.m. – 9:30 a.m.

Welcome and Opening Remarks-The Power of Social Media

Moderator: Silvia Coulter

9:30 a.m. – 10:30 a.m.

Integrating Social Media into Your Marketing Strategy

This panel of senior marketing and business development leaders will discuss the various approaches towards integrating social media into an overall business development and marketing strategy. The panel will discuss various social media tools, integrating social media into your law firm's branding strategy, coordinating various social media efforts across the organization, gaining buy-in, coaching attorneys, and the measurement of return on both investment and effort.

Moderator: Jasmine Trillos-Decarie, Director of Marketing and Business Development, Foley Hoag

11:00 a.m. – 11:15 a.m.

Break

11:15 a.m. – 12:00 p.m.

The Listening Power of Social Media

Social media is not just a mechanism for putting out information – a successful social media strategy leverages the listening power of these platforms. This panel will explore how to use social media to better understand your clients' needs and then leverage them into intelligent and relevant conversation.

Moderator: Adam Stock

12:00 p.m. – 12:45 p.m.

New Approaches to Using Video for Business Development

This panel will explore some of the exciting new ways video can be used to support marketing and business development activities.

Moderator: Adam Stock

12:45 p.m. – 2:00 p.m.

Networking Luncheon or Keynote Speaker

2:00 p.m. – 2:15 p.m.

Break

2:15 p.m. – 3:00 p.m.

Tales from the Edge: Attorney Success Stories

This panel of lawyers will share case studies of how they have successfully used social media to build revenue. How did they create momentum? Overcome challenges? How did they make the time to find success blogging?

Moderator: Adrian Dayton

3:00 p.m. – 3:45 p.m.

Creating a Blogging Culture at Your Firm in 90 Days

Firms that have created multiple blogs have had success not just launching blogs, but creating a culture within the firm that encourages and inspires attorneys to work together. This panel features a few of the fastest growing firms in the AmLaw 200 and how they have made blogging work at their firms.

Moderator: Adrian Dayton

3:45 p.m. – 4:00 p.m.

Break

4:00 p.m. – 5:15 p.m.

Developing Your Social Media Strategy

This session will provide tools for developing your own social media strategy going forward. Bringing together key points from earlier panels, it will provide practical and specific advice for putting together an effective plan, building buy-in, and ways to generate a greater return on effort.

Moderator: Jayne Navarre

5:15 – 5:30 p.m.

Concluding Remarks

5:30 – 6:30 p.m.

Cocktail reception?

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SPACE IS LIMITED

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CONFIRMATION

Registrations are guaranteed by receipt of payment. All registrants will receive email confirmation of registration.

PAYMENT POLICY

Registration fees are due in advance of the workshop.

CANCELLATIONS & REFUNDS

No cancellations permitted within two weeks of the workshop. Seminars are held subject to enrollment. Dates, venue and program details are based on information available upon publication of the brochure, and may be subject to change. In the event of an attendee cancellation prior to two weeks before the start date, you will receive a full refund of any registration fees paid but assumes no liability for non-refundable transportation costs, hotel accommodations or additional costs incurred by registrants. Cancellations made within two weeks of the program or no-shows are not eligible for refunds. If you are unable to attend, you may substitute another individual to fill your spot.

DISCLAIMERS

The Hildebrandt Institute and West LegalEdCenter have the right to refuse any registration at its own discretion.

NO TAPE RECORDING PERMITTED.

ABOUT THE PROGRAM DEVELOPERS

THE HILDEBRANDT INSTITUTE

The Hildebrandt Institute, a division of Hildebrandt, provides world-class management development programs and interactive workshops to meet the needs of an array of law firms and professional service leaders. Hildebrandt is a Thomson Reuters company.

West LegalEdcenter

The cost-effective source for online and in-person legal training and CLE, West LegalEdcenter keeps attorneys up to date on the law and compliant with state requirements. Find everything you need to manage continuing education and professional development in law firms and legal departments – live conferences and seminars around the nation, more than 7,000 online courses, compliance tracking, learning management, and full integration with in-house training.

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