

Business and Development Marketing Series: Creating an Online Presence and Using Social Media to Enhance Business Development Activity

PRESENTED BY DRI AND THE ILLINOIS ASSOCIATION OF DEFENSE TRIAL COUNSEL



This interactive webinar will discuss how to use social media to create an online presence, make and maintain contacts with current clients, as well as identify and research potential clients, and generally develop new business. Attendees will understand how to navigate social media platforms, including LinkedIn, Twitter, and others, and avoid liabilities that can arise from online marketing, including false advertising or inadvertently advertising in other markets. Finally, you will learn the benefits of organizational websites like IDC's and DRI's, including creating and maintaining a profile and online marketing.

THURSDAY, SEPTEMBER 28, 2017

2:00 p.m. – 3:30 p.m. Eastern

1:00 p.m. – 2:30 p.m. Central

12:00 p.m. – 1:30 p.m. Mountain

11:00 a.m. – 12:30 p.m. Pacific

Who Should Attend

- Attorneys who are undertaking client development activities and seeking to establish or enhance their online presence
- Managing partners or members of their law firms who are seeking to understand and limit the risks that their firms can face as a result of social media
- Attorneys who are responsible for maintaining or increasing their firms' and other attorneys' online presence

What You Will Learn

- How to create and maintain an online presence that will increase your network and business development activity
- How to identify and pursue new clients using social media
- How to maintain current clients using social media
- How to manage risks while still encouraging online presence

The Supreme Court of Illinois has approved this webinar for 1.50 CLE hours.

Speakers



Stacy D. Fulco is a partner at Cremer, Spina, Shaughnessy, Jansen & Siegert, LLC in Chicago. Her practice focuses on the defense of litigation in the areas of premises liability, product liability, transportation litigation, pharmacy law, security issues, wrongful death, property subrogation, and appellate law. Stacy has extensive experience handling business disputes presuit, during discovery and motion practice, in all forms of alternative dispute resolution, and through trial and appeal. She is an active member of IDC and DRI. She is a regular speaker and author for IDC and DRI and she is the author of a retail, restaurant, and hospitality log blog, www.stacyfulco.com.



Steven M. Puiszis, a partner with, and deputy general counsel of, Hinshaw & Culbertson in Chicago, is a member of the Hinshaw's Lawyers for the Professions Practice Group, counseling and defending cases involving ethics, disciplinary, and professional liability. Steve is vice chair of the DRI Center for Law and Public Policy, and formerly served on the DRI Board of Directors.



Amber Vincent is a partner of Alyn-Weiss & Associates. She creates marketing plans and strategies within law firms to meet overall marketing goals and mend generational communication gaps both in and outside of a firm. In addition to coaching and planning, Amber has trained hundreds of lawyers on how to use LinkedIn and other social media platforms for marketing. She has spoken to a number of legal associations, including the IDC, ABA, DRI, and several global law firm networks.

DRI Antitrust Policy DRI, The Voice of the Defense Bar, intends to comply with all applicable antitrust laws. Accordingly, DRI cannot, and will not, tolerate conduct that could lead to, or even suggest, agreement among its members that might restrain trade or violate such laws. All such conduct is a violation of DRI policy.

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Registration Fee

\$150

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