



Attorney CLE Program: Gateways and Barriers to Law Practice Marketing Through Technology

FRIDAY

NOVEMBER 16, 2007

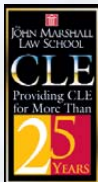
11:30 A.M. TO 5 P.M.

>> This extended course will have attorneys examining the use of the Internet as a tool for client development. Participants will explore the policies that govern Internet use for legal business. Attorneys will learn to design a strategic marketing plan that maximizes the use of technology within ethical parameters and is consistent with ideals of professionalism.

Topics include: strategic marketing within the context of state rules of professional conduct; the definition and application of commercial speech; issues of law firm websites, including on-line in-take, social networking sites and harvesting data and follow-up; spam; blogs and e-mail content; and standards for participating in group advertising and online referral services. Each topic will be examined from the perspectives of marketing effectiveness, ethical compliance and professionalism with the cultures of various legal practices.



To register, visit the John Marshall Law School Events webpage at jmls.edu/events. The fee for this program is \$60.00. For further information, contact us at 312.427.1420. This course will be given at The John Marshall Law School in Room 1200.



CLE Credit: Approximately 5 Total CLE Credits – 1 General and 4 Professional Responsibility Credits Pending.

The John Marshall Law School will advise the appropriate state bar or agency indicated below of the presentation of this conference. The extension of CLE credit is subject to each state's approval. The law school has applied for four Professional Responsibility CLE credits. It is the responsibility of the individual to meet the requirements of each jurisdiction. The John Marshall Law School is an approved MCLE provider with the State Bars of California, Illinois, Missouri, Pennsylvania, and Wisconsin. The John Marshall Law School will assist with applications to Florida, Georgia, Rhode Island, and Texas, but attorneys must apply individually for credit for courses and submit payment directly to these states. This extended course will have attorneys examining the use of the Internet as a tool for client development. Participants will explore the policies that govern Internet use for legal business. Attorneys will learn to design a strategic marketing plan that maximizes the use of technology within ethical parameters and is consistent with ideals of professionalism.



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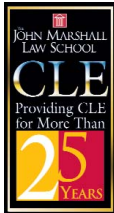
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