This program will teach you how to develop a strong personal brand that will attract clients and retain existing ones. Marketing is crucial to building a successful legal practice. By developing and promoting your unique value proposition, lawyers can attract new clients and referral sources and maintain closer relationships with your existing ones. Learn how to:

• Use content effectively to showcase your expertise and stay on the minds of your contacts
• Integrate social media and digital marketing correctly to expand your reach
• Leverage public speaking to grow your practice and build image
• Obtain speaking engagements and turn attendees into clients

FACULTY
Marla Seiden, President – Seiden Communications, Inc.
Edie Reinhardt, Principal – RDT Content Marketing

REGISTRATION FORM:
BY MAIL: Return registration with payment to:
Suffolk Academy of Law, 560 Wheeler Rd., Hauppauge, NY 11788
BY PHONE: 631-234-5588
BY FAX: 631-234-5899
ON-LINE: www.scba.org/salregform.php

Name:______________________ Address:______________________
City:______________________ State:_____________ Zip:_____________
Phone:____________________ E-Mail:__________________________
☐ Yes! I would like to make a $10 donation

METHOD OF PAYMENT:
☐ Cash
☐ Check (payable to Suffolk Academy of Law)
☐ Credit Card Payments (www.scba.org/salregform.php)

ACADEMY PASS:
☐ 12-Session Pass ☐ Scholars Club

☐ SCBA Member ..................$45
☐ Non-Member Attorney ...........$60
☐ Law Student Member ...........$0
☐ Printed Materials...............$25

AT DOOR REGISTRATION: ......$10 Additional

1.5 Credits in Practice Management
Intermediate & Advanced

FINANCIAL AID:
Call 631-234-5588 for information on payment plans, service in lieu of tuition and need-based grants.

REFRESHMENTS:
A light lunch will be served

WEBCAST:
This program will be Webcast

PERSONAL BRANDING TO BUILD YOUR PRACTICE
Wednesday, October 4, 2017