

**PROGRAM
DETAILS**

TIME:

12:30 pm – 2:00 pm
Registration at 12:00 pm

LOCATION:

Suffolk Bar Association
560 Wheeler Road
Hauppauge, NY 11788

MCLE CREDIT:

1.5 Credits in Practice
Management

INSTRUCTIONAL LEVEL:

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



Suffolk Academy of Law

560 Wheeler Road
Hauppauge, NY 11788
www.scba.org

**PERSONAL BRANDING TO BUILD YOUR
PRACTICE**

Wednesday, October 4, 2017

PROGRAM DESCRIPTION:

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 FAX: 631-234-5899

BY PHONE: 631-234-5588

ON-LINE: www.scba.org/salregform.php

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-Mail: _____

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

AT DOOR REGISTRATION:\$10 Additional

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