

LEGAL MARKETING AND ADVERTISING:

Tips from Agencies, Lawyers and Law Firms

4.0 Hours Total CLE Credit, Including 1.0 Ethics
Live Presentation Course Number _____



Thursday, January 26, 2016

Charleston Metro Chamber of Commerce
4500 Leeds Ave
North Charleston, SC 29405

- 8:30 – 9:00 *Registration -Welcome and Introductions*
- 9:00 – 9:45 *Marketing at Larger Civil Practice Firms*
Ashley Pace, Director of Business and Practice Development
Nexsen Pruet, Charleston, SC
- Break
- 9:50 – 10:35 *Marketing at a Smaller/Solo Law Firm:*
Goals, Methods, Compliance with Ethics, What's Effective?
David Aylor, Owner David Aylor Law Firm,
Charleston, SC
- Break
- 10:40 – 11:35 *Tips From Local Marketing & Advertising Agency*
Eric Elliot, Owner VIP Advertising & Craft Creative
North Charleston, SC
- 11:35 – 1:00 **Lunch**
- 1:00 - 1:45 Marketing 101: How To Attract Clients And Still Sleep Well At Night
Ken Harrell, Joye Law Firm
North Charleston, SC
- Break
- 1:50 – 2:50 Common Advertising Complaints and How to Avoid Them – 1.0 Ethics
Barbara Seymour
Office of Disciplinary Counsel

End of Program