

How To Leverage Internet Marketing For Your Law Practice & Business



Presented by the Chamber's Lawyers Council
Sponsored by: Marc Z Legal Staffing/Spectra Temps

Tuesday, March 1, 2011

PTC (Parametric Technology Corporation)

140 Kendrick Street, Corporate Visit Center (Classroom E), Needham, MA

7:30 — 9:00 am (Program begins at 8:00 AM)

\$15 for Chamber Members, \$20 for General Admission (Includes Continental Breakfast)

The Internet is quickly replacing yellow pages, television, and radio as the preferred source for people in need of a lawyer, yet many attorneys simply don't have the time or the expertise to effectively leverage the web. In this session you'll obtain practical information you can use immediately to increase your online visibility and effectiveness. We'll also discuss strategies you can do to ensure long term marketing success on the web.

Attendees Will Learn:

- Search Results - how to get great rankings in search engines.
- Social Media - best way for you to leverage resources like LinkedIn, Facebook, Twitter.
- Measure - determine your success, easily identify what services are worthwhile from those that are not.

Presenters:

Ian M. Bardorf — Bardorf Legal Marketing: Ian has held a variety of Internet marketing roles for such brands as Proctor & Gamble, Novartis and A&E Television while working in the advertising agency world. Currently, Ian leads his own local Internet marketing firm. With five years focused entirely on marketing for attorneys and law firms, Ian brings a wealth of experience and the inside knowledge to help small firms and businesses effectively market themselves on the web.

Matthew J. Fogelman, Esq. — MATTHEW FOGELMAN is a founding partner in the firm of Fogelman & Fogelman LLC, with offices in Newton, MA & New York. Matt has a diverse litigation practice focused on plaintiff-side personal injury & employment law. Matt also provides counsel to businesses seeking alcoholic beverage licenses. Matt was recently named a "Massachusetts Super Lawyers Rising Star" by Boston Magazine.

David C. Harlow, Esq. — David Harlow is principal of The Harlow Group LLC, a health care law and consulting firm based in Newton, MA. His twenty years' experience in the public and private sectors affords him a unique perspective on legal, policy and business issues facing the health care community. David is adept at assisting clients in developing new paradigms for their business organizations, relationships & processes so as to maximize the realization of organizational goals in a highly regulated environment, in realms ranging from facilities development to social media strategies to the avoidance of fraud and abuse. His blog, [HealthBlawg](#), is highly regarded in both the legal and health policy blogging worlds. He speaks regularly before health care and legal industry groups on the uses of social media.

Please pre-register to assist with food ordering & facility access. For more information or to register for this event, please visit our website at www.nnchamber.com or contact Lynnette at 617-244-5300.