

## CONFERENCE

# 8th Annual Super Marketing Conference 2018

*Newly redesigned to match your practice needs*

The foremost marketing *Conference* in New England returns this summer. This year will focus on lawyers who handle every aspect of their law practice. You acquire marketing techniques, business development strategies, and practice management tools to implement in your law practice.

Attend this *Conference* to learn how to market fearlessly, efficiently, and deliberately to convert prospects into clients. A facilitated networking reception follows the *Conference* and features the authorities on law practice management who provide answers to all your marketing questions.

## Agenda

- Registration and Breakfast
- Marketing Trends for Law Firms
- Convert Prospects into Clients
- Amplify Your Social Media Audience
- Networking as an Indispensable Tool
- Using Analytics to Gain Valuable Insight
- Practical Marketing Strategies
- Optimizing Your Online Reputation and Credibility
- Putting It to Work for Your Firm
- “Ask the Experts” Q&A Session
- Facilitated Networking Reception

## Faculty

Heidi S. Alexander, Esq., *Director, Massachusetts Law Office Management Assistance Program (LOMAP), Boston, Cochair*; Jared D. Correia, Esq., *Founder & CEO, Red Cave Law Firm Consulting, Cochair*; Lance Bachmann, *President of 1SEO.com Digital Agency, 1SEO, Bristol, PA, Keynote Speaker*; Becky Castro, PCC, CPCC, *Owner, ILoveMondayMornings.com, Northampton*; Carol Schiro Greenwald, *CSG Marketing Partners, Larchmont, NY*; Chelsey Lambert, *Founder & CEO, Lex Tech Review, Tampa, FL*; Seth Price, *Blu Shark Digital, Bethesda, MD, Keynote Speaker*; Sarah Reiff-Hekking, *True Focus Coaching, Inc., Acton*; Susan Letterman White, JD, MS, *Massachusetts Law Office Management Assistance Program (LOMAP), Boston*; Allison Vavra, *Answer1, Phoenix, AZ*

## Materials

In addition to faculty-prepared submissions that supplement the agenda, the materials for this program include MCLE’s *Hanging Your Shingle: Starting and Operating a Solo or Small Firm Practice*, a practical reference prepared by experts in the field that provides comprehensive coverage of the topic as well as helpful exhibits, checklists and forms.

*With MCLE’s supplementation service, new supplements are mailed automatically with an invoice. If you do not wish to subscribe, please note on order form.*

## Date & Location

### BOSTON

Friday, June 29, 2018  
9:00 am–5:00 pm

MCLE Conference Center,  
10 Winter Place, via Winter Street  
Program Number: 2180205P01

## Tuition (includes written materials)

- \$95
- \$85.50 MCLE Sponsor Members
- \$71.25 New Lawyers admitted to law practice after 2015, Pending Admittees, Law Students, and Paralegals

*To receive the eBook instead of the print book of the MCLE manual accompanying this program, please register online at [www.mcle.org](http://www.mcle.org) and select your format.*

**Your contact information may be shared with our sponsors. To opt out, please complete an opt-out form at MCLE’s Registration Desk on the day of the program.**

## Can’t Attend?

Listen to the Audio CD  
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- \$85.50 MCLE Sponsor Members
- \$71.25 New Lawyers admitted after 2015

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Reference # 18-020

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- ▶ **WALK UP** on the day of the program or **DROP IN** to  
MCLE's bookstore, Monday - Friday, 8:30 a.m. - 5:30 p.m.

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# Policies and Information

## Register early!

For course agendas, hours, fees, and discounts, please refer to the respective seminar pages. The fee includes all written materials unless otherwise noted, program instruction, and refreshment breaks. Lunch may be enjoyed on your own.

To reserve seating and written materials, please register in advance of the program.


Upon registration, MCLE will e-mail a confirmation. Please check in with the registrar on the day of the program.

Walk-in registrants are welcome, with the exception of limited enrollment programs. Please call us to confirm space availability and schedule.

We accept cash, checks, MasterCard, Visa, American Express, and Discover.

## Need special assistance?

If you are a person with a disability or special needs, please let us know in advance so that we can make your visit as convenient and comfortable as possible. Call Customer Service at 800-966-6253 to make arrangements.

For your convenience, MCLE also offers closed captioning  and written transcripts of all recorded webcast programs, available to you online two weeks after the program date.

## Mandatory CLE credits

Record of attendance is kept and transmitted upon request to any jurisdiction having mandatory continuing education. MCLE is an accredited sponsor of continuing legal education for Rhode Island and our programs are regularly approved by Maine, New Hampshire, Pennsylvania, New York, Vermont, and other jurisdictions.

And, now, depending on the jurisdiction, lawyers can satisfy their mandatory CLE requirements online with MCLE's live webcasts, which include periodic attendance prompts and the opportunity to forward written questions to the faculty during the program, fill out an evaluation form and receive a certificate of attendance.

## If your plans change

If you're unable to attend a program you've registered for, you will receive an email notification shortly after about how to access the program on demand via webcast and/or downloadable mp3 file, including the written materials in electronic form, in full satisfaction of the tuition paid. If you prefer a refund, let us know by the end of the business day prior to the program and we'll refund your tuition after deducting a \$25 processing fee. Note that limited enrollment programs are an exception, cancellation of which require two weeks notice and are subject to a \$45 processing fee.

## Attorney scholarships

Attorneys with financial need who certify that they are unable to attend a program without financial aid may request a partial tuition scholarship in confidence by writing or emailing [scholarships@mcle.org](mailto:scholarships@mcle.org) at least two weeks in advance of the program.

## Discounts for new lawyers—new lawyers always pay the lowest price

For the first three years of practice, MCLE offers new lawyers a 25% discount on all of its products, including programs (whether attending in person or via live or recorded webcast), books, course materials, audio CDs and mp3 recordings. If you were admitted to the bar after 2015, you can take advantage of the new lawyer prices listed throughout the catalog.

Pending admittees, law students and paralegals are eligible for a 25% discount on most MCLE programs.

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MCLE Sponsorship runs for 12 months beginning September 1. The fee for firm, corporate law department, or agency membership is calculated based on the number of Massachusetts admittees within the organization. Benefits of membership extend to all lawyers and non-lawyer professionals associated with the organization.

- Solo Practitioners . . . . . \$95
- Firms by number of Massachusetts attorneys:
  - 2-5 . . . . . \$ 150
  - 6-10 . . . . . 250
  - 11-25 . . . . . 500
  - 26-75 . . . . . 1,000
  - 76-150 . . . . . \$ 2,500
  - 151-250 . . . . . 3,500
  - 251+ . . . . . 4,500