

## Program Agenda

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- 8:30 a.m. – 9:00 a.m.      **Registration & Networking**
- 9:00 a.m. – 9:10 a.m.      **Welcome and Introductions**
- 9:10 a.m. – 9:20 a.m.      **Setting the Stage: Conference’s Main Themes**  
**Carol Schiro Greenwald**, Program Co-Chair  
**Nancy B. Schess**, Program Co-Chair
- 9:20 a.m. – 10:10 a.m.      **Client Service is the Best Marketing Technique:  
Why Do So Few Lawyers Do It Well?**  
**Carol Schiro Greenwald**, Program Co-Chair  
**Nancy B. Schess, Esq.**, Program Co-Chair  
*(1.0 MCLE Credit in Law Practice Management)*
- 10:10 a.m. – 11:30 a.m.      **TED-Talks: Traditional Marketing Techniques: Modern Best  
Practices and Ethical Considerations**  
Networking Do’s and Don’ts      **Nancy Schess, Esq.**  
Content Creation: When, Where and How      **Marcia Golden**  
Public Relations: What, Why and How      **Keith Emmer, Esq.**  
*(1.5 Credits in Ethics)*
- 11:30 a.m. – 12:00 p.m.      **Break | Lunch Buffet**
- 12:00 p.m. – 1:00 p.m.      **Luncheon Keynote | “We Have Seen the Future and It Is Us”**  
**Chad Burton, Esq.**, Burton Law LLC  
*(1.0 MCLE Credit in Law Practice Management)*
- 1:00 p.m. – 1:50 p.m.      **Website Best Practices | Compliance with the New York Rules**  
**Mitch Tobol**, CGT Marketing  
**Nancy B. Schess, Esq.**, Program Co-Chair  
*(1.0 MCLE Credit in Ethics)*
- 1:50 p.m. – 3:05 p.m.      **TED-Talks: Money & Marketing on the Internet  
Best Practices and Ethics for New York Lawyers in the  
Digital World**  
LinkedIn      **Allison C. Shields, Esq.**  
AVVO      **Dan Lear, Esq.**  
LegalZoom      **Sally Robertson, Esq.**  
*(1.5 MCLE Credit in Ethics)*



3:05 p.m. – 3:15 p.m.

**Break**

3:15 p.m. – 4:05 p.m.

**Ethics and the Internet | What All New York Lawyers  
Need to Know**

**Philip Tuitou, Esq.**, Hinshaw & Culbertson

*(1.0 MCLE Credit in Ethics)*

4:05 p.m. – 4:30 p.m.

**Developing Your Plan | Putting It All Together | Key Take-  
Aways for Solo Practitioners**

**Carol Schiro Greenwald**, Program Co-Chair

**Nancy B. Schess, Esq.**, Program Co-Chair

*(0.5 MCLE Credit in Law Practice Management)*

4:30 p.m.

**Conference Wrap-up**

**Carol Schiro Greenwald**, Program Co-Chair

**Nancy B. Schess, Esq.**, Program Co-Chair