

Using Social Media to Supercharge Your Marketing:

How to Use Today's Electronic Tools to Promote Your Business



May 14, 2010 | Chicago Bar Association Building, 321 S. Plymouth Court, Chicago

Schedule

1:30 - 4:30 p.m. Using Social Media to Supercharge Your Marketing: How to Use Today's Electronic Tools to Promote Your Business

Presented by: Charles H. Cole, Schuyler, Roche & Crisham, P.C., Edward Prentice, III, Centrax Corporation and Karen C. Yotis, LexisNexis

What is social networking, Web 2.0 and how can you best use these electronic tools to promote your practice and firm? In this half-day seminar, our panel of speakers will address the following:

- What tools are available and how can you fit them into your practice.
- Using technology in the most effective manner (Making it work means more than just signing up).
- How to use social networking sites.
- What results can come from using social networking.
- Common pitfalls to avoid.
- How can your firm develop an integrated strategy using online e-marketing programs and Web 2.0 tools to most effectively market the firm's brand
- How to mesh the individual aspects of e-marketing with the organization to best leverage the rich media elements

This seminar is designed to meet the needs of those brand new to social networking and challenge those already involved with social networking.

Speakers



Charles H. Cole is a Shareholder and Board Member of Schuyler, Roche & Crisham, P.C. in Chicago. He serves as his firm's liaison to Mackrell International. Mr. Cole is active in DRI currently serving as Secretary-Treasurer, a member of the Executive Committee, and a member of the Board of Directors. Mr. Cole is an active member of the International Association of Defense Counsel, the Illinois Association of Defense Trial Counsel, the Society of Trial Lawyers and the Trial Lawyers of Chicago. He is a frequent author and lecturer having served as an Instructor for NITA, Adjunct Professor at the IIT-Kent School of Law, and recently as a member of the International Association of Defense Counsel's Trial Academy at the Stanford University School of Law. Mr. Cole's practice focuses on medical and legal malpractice, product liability, construction disputes, and commercial litigation.



Edward Prentice III is the Founder and President of Centrax Corporation, which is a custom E-Learning solutions company. Ed founded Centrax Corporation in 1985 originally as a video production company and in 1995 transitioned to the Internet for program delivery. Early on, Ed recognized that the true value (ROI) of e-learning would only be achieved if the e-learning engaged, intrigued, and captured the attention of learners. Centrax boasts a who's who list of clients including Ameriprise, Baxter, Navistar, Abbott, Harley Davidson, ABN AMRO, Bank of America, Fifth Third Bank, Siemens, Kraft, Allstate, Grainger, Laidlaw, Wrigley, BNSF, and the American Medical Association to name a few.



Karen C. Yotis supports the LexisNexis Content Development organization and Web 2.0 Team in key initiatives related to Open Web content, strategy, viral marketing, and social networking functionalities of the LexisNexis Communities and Martindale-Connected. Ms. Yotis is the Community Manager for the [LexisNexis Insurance Law Center](#) and maintains an editorial focus on regulatory compliance and life insurance issues. She also manages the [LexisNexis Environmental Law and Climate Change Center](#) and [LexisNexis Workers' Compensation Law Center](#). She received a J.D. from the Northwestern University School of Law and a B.A. from the University of Illinois.



Planning Committee

Troy Bozarth

HeplerBroom, LLC

Jennifer B. Groszek

McKenna Storer

Seminar Fees

IDC Members	\$20
Non-Members	\$30
Judges & Law School Students	Complimentary

Registration for this event includes seminar materials, a refreshment break and great networking opportunities.

Continuing Legal Education Credit

According to the MCLE board guidelines for CLE, we cannot offer CLE credit for this program.

Refund Policy

Refunds must be requested in writing and will be made according to the following schedule:

100% Refund	Through April 14, 2010
50% Refund	April 15 - 29, 2010
No Refund	April 30 - May13, 2010

Substitutions for your registration may be made. However, only one copy of seminar materials will be offered per registration. Please submit substitution information in advance of the event.

Questions?

Phone: 800-232-0169

Fax: 217-585-0886

Email: idc@iadtc.org

2010 Social Media Seminar

Attendee Name: _____

Member ID: _____

Badge Name: _____

Firm: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Direct Line: _____

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Please complete this registration form and return it as soon as possible to the:

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