

Connecting with Clients: Constructive and Realistic Tips

WSBA CLE
24571 WEB



Tuesday, August 20, 2024

Tuition:

\$129.00 – Standard

2.5 CLE credits

1.75 – Other

.75 – Ethics

Washington State Bar Association

1325 Fourth Avenue, Suite 600
Seattle, WA 98101

Webcast

DESCRIPTION:

Spend the morning with us as we delve into how to connect with your clients. Hear from WSBA representatives as well as a leader in legal marketing technology about tips, strategies and suggestions for ethical quandaries.

Understand how communication modes are constantly evolving and how you can best fulfill your clients' expectations and your responsibilities, making the best use of everyone's time.

Schedule

8:40 a.m. Webcast Log-In Opens

8:55 a.m. Welcome and Introductions by Program Chair

Sally Romero – Washington State Bar Association, Seattle, WA

9:00 a.m. The Ethics of Client Communication and Solicitation

Hear from the Washington State Bar Association's Professional Responsibility Counsel about RPCs related to client communication and solicitation.

Sandra Schilling – Washington State Bar Association, Seattle, WA

9:45 a.m. Communication for Firm Business

Hear from the Washington State Bar Association's Practice Management Advisor about:

- (1) Using technology to communicate with clients, both prospective and actual.
- (2) Effectively communicating inside the law firm such as with staff, communicating office procedures with tech, setting expectations.
- (3) Other business communication best practices and resources.

Margeaux Green – Washington State Bar Association, Seattle, WA

10:30 a.m. BREAK

10:45 a.m. How to Digitally Transform Your Practice

This session focuses on the crucial role of digital transformation and marketing in today's online-driven market. Daniel Steinberg, Founder and CEO of Lawbrokr and former Clio, will explore innovative strategies for engaging prospective clients through your digital platforms. Discover how law firms can apply tactics from other service industries to enhance their digital presence and client engagement. Don't miss these valuable insights from a leader in legal marketing technology.

Daniel Steinberg – lawbrokr, Toronto, ON

11:45 a.m. Adjourn • Complete online evaluations

REGISTRATION

ONLINE ▶ Go to www.wsba.org and enter **24571** in the search box. Payment by credit card.

BY PHONE ▶ Call **800-945-9722** or **206-443-9722** with credit card and registration/order form in hand. Our service provider will charge you a separate, non-refundable transaction fee of 2.5% on all bank card transactions.

BY MAIL ▶ Please fill out this registration form and mail to WSBA seven business days prior to the program along with your check payable to WSBA. Credit card payments by mail or fax are no longer accepted.

Name WSBA #

Address

City State Zip

Phone Email

- Please omit my name from the networking list made available to exhibitors and/or attendees.
Registrations received less than 48 hours before a seminar are not guaranteed a coursebook or other presentation materials on-site.
If special accommodations are needed, please email cle@wsba.org or call toll-free at **1-800-945-9722**.

PRICING AND PAYMENT

#24571 WEB, attend via webcast, 8/20/24

\$129.00 – Standard

Check enclosed, payable to “WSBA” for the amount of

MAIL TO: Washington State Bar Association, 1325 Fourth Ave, Suite 600, Seattle, WA 98101-2539

PAYMENT POLICIES

Payment: Individual registrants must use a separate form, however, payment may be made with a single check for multiple parties.

Refunds: Registration fees may be refunded, less \$25 for handling, for written cancellations postmarked or emailed by 5 p.m., up to 3 business days before the seminar. No refunds after that date, but you will receive the coursebook. Canceled registrations may not be transferred to other seminars. You may send a substitute (e.g., someone from your firm) in lieu of canceling.
Note: Please keep a copy of this flier for your records.

OFFICE USE ONLY Date Check # Total