

Connecting with Clients: Constructive and Realistic Tips



ORIGINAL PROGRAM DATE

August 20, 2024

AVAILABLE MEDIA TYPES

Video & Audio MP3

REPORTING YOUR CREDIT

This on-demand seminar was originally presented as a live webcast on August 20, 2024, in Seattle, WA. If you attended the live webcast and reported CLE credits, you cannot also report credits from watching or listening to this recording if repeated within your three year reporting period.

DESCRIPTION

In this on-demand CLE 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.

AGENDA

1 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

2 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

3 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