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# MARKETING AND PUBLIC RELATIONS – TIPS TO GENERATE MORE CLIENTS

FRIDAY, JULY 22, 2011

*The Erie Institute of Law has been certified by the NYS CLE Board  
as an accredited provider of CLE in the state of New York.*



## MARKETING AND PUBLIC RELATIONS – TIPS TO GENERATE MORE CLIENTS

Friday, July 22, 2011

This seminar will center on successful marketing and public relations strategies that have worked well. Rules and laws that govern attorney advertising in New York State as well as common advertising violations will be covered. There will be time for dialogue between the speaker and attendees.

Whether you want to fine tune your marketing or put your toes in the water, this seminar is one not to be missed.

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9:00 a.m.	<b>Introduction</b> Jeffrey M. Freedman, Esq. <i>Jeffrey Freedman Attorneys</i>	10:05 a.m.	<b>Media Relations</b> Steven Alschuler <i>Linden Alschuler &amp; Kaplan, Inc.</i>
9:05 a.m.	<b>Online Marketing</b> Nicole Black, Esq. <i>Fiandach &amp; Fiandach Rochester</i>	10:55 a.m.	<b>Break</b>
9:55 a.m.	<b>Break</b>	11:05 a.m.	<b>Advertising and Ethics</b> Jeffrey M. Freedman, Esq. <i>Jeffrey Freedman Attorneys</i>
		12:00 p.m.	<b>Adjourn</b>

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This CLE course may be used for New York MCLE credit by all attorneys, including those that are newly admitted (less than 24 months). This continuing legal education program has been approved in accordance with the requirements of the NYS CLE Board for a maximum of 3.0 credit hours of which 0.5 can be applied toward Ethics, 1.5 toward Skills, and 1.0 toward Law Practice Management.

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Registration begins at 8:30 a.m.  
Program begins at 9:00 a.m.

Program ends at 12:00 p.m.

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Millennium Hotel Buffalo  
2040 Walden Avenue  
Cheektowaga, New York

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## MARKETING AND PUBLIC RELATIONS – TIPS TO GENERATE MORE CLIENTS

- \$65 for BAEC Members
  - \$100 for Non-Members
  - \$30 for Paralegals
- Walk-in Registrants add \$5

Tuition assistance available, please call 852-8687

Send checks payable to: Erie Institute of Law,  
438 Main St., Sixth Floor, Buffalo, New York 14202

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