

The Law Practice Management Section of The Bar Association of San Francisco and The  
Legal Marketing Association, Bay Area present

# Prize-Winning Ideas for Law Firm Marketing: Effective Techniques for Marketing Your Firm in a Challenging Economy

## SPEAKERS

Kathleen Flynn  
Chief Marketing Officer  
Sedgwick, Detert, Moran & Arnold LLP

Polly Lockman  
Principal, Lockman Design

Andrea Verneetti  
Marketing Manager  
Fitzgerald, Abbott & Beardsley LLP  
Co-Chair, LMA Your Honor Awards, 2009-2010

## MODERATOR

Carl Whitaker  
President, Whitaker Communications  
Judge, LMA Your Honor Awards 2009

## TOPICS

- Best of the Best
  - 2009 prize-winners that stood out from the crowd
  - Why these prize-winning programs work
- Tips for developing your own effective (and prize-winning) marketing ideas
- How to be a marketing leader, rather than a lemming
- Taking risks that pay off
- Designing programs that strike a chord with your target audience
- How to meaningfully differentiate your firm from the competition

Wednesday, September 23, 2009

BASF Board Room  
301 Battery Street, 3rd Floor

\$40 Section Members and LMA Members  
\$50 BASF Members • \$65 Others  
All prices increase \$10 on the day of the event.

No MCLE credit for this event.  
Registration: 11:30 a.m. – 12:00 p.m.  
Lunch and Program: 12:00 – 1:30 p.m.

Event Code: G092704

### Special Information:

- **YOU ARE NOT REGISTERED UNTIL YOUR PAYMENT HAS BEEN RECEIVED IN OUR OFFICE.** Please complete the registration form below and mail it with your check so that we receive it by September 21st.
- You must sign in at the program during the defined registration period as indicated on this program announcement. MCLE credit will not be given if you arrive after the registration period has ended.  
**In addition,** reservations will only be held for 25 minutes beyond start time. At that time, seats are considered "no-shows" and can be sold.
- **CANCELLATION AND REFUND POLICY:** If you cannot attend a seminar after you have pre-registered, please let us know 48 hours in advance and we will refund your money, minus a \$5.00 handling fee.

Please make checks payable to BASF.

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Fax Credit Card Registration to (415) 477-2388 or Register on-line at [www.sfbar.org](http://www.sfbar.org)

### SPECIAL INFORMATION:

This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount specified. The Bar Association of San Francisco is a State Bar of California certified provider.

People with disabilities should feel free to contact us regarding any reasonable accommodation we may be able to provide so you can fully utilize our services..