

INTERNET MARKETING

&

ONLINE ETHICS

Tuesday, March 9, 2004 6:00 - 9:00 p.m.

Whether you are starting your own law firm or are in an existing firm of any size, every attorney must bring in clients. There are numerous ways to use the Internet to do so and a Web site is only one of them. Used effectively, e-newsletters, e-mail and discussion groups can help you find new clients. This program examines practical ways to put those strategies to work to build your practice as well as legal & ethical issues you need to know.

- Creating an Effective Firm Web Site/Tuning up Your Existing Site
- Web Site Components
- Keeping Your Web Site Up to Date
- Turn your Work Product into Web Content
- Other Sources for Online Content
- Online Marketing Without a Web Site
- E-mail
- E-Newsletters
- List-servs & Discussion Groups
- Netiquette
- What ethical rules do you need to abide by when you're drumming up business online?

CO-INSTRUCTORS

Carole Levitt, JD, MLS

Mark Rosch

Principals, Internet for Lawyers

Co-authors of the ABA's "The Lawyer's Guide to Fact Finding on the Internet"

CLE CREDIT

3 credits total: 2 professional practice/practice management & 1 ethics. This program provides transitional credit for newly admitted attorneys.

REGISTRATION INFORMATION

These programs will be held at The Association of The Bar
42 West 44th Street, New York, NY 10036

To Register: call (212) 382-6663 or (212) 382-6662 ; fax (212) 869-4451;
mail registration form to the CityBar Center for CLE, 42 West
44th Street, New York, NY 10036 or register online at
www.abcnyc.org.

Scholarships & Discounts: Financial scholarships &
Government/Public Interest/student discounts are available; all
applications must be submitted 3 weeks prior to the program;
please call (212) 382-6663 for more information.

Cancellations & Refunds: For live programs & video replays,
refunds & program credits are available provided cancellation is
made in writing & received by the CityBar Center prior to the
program. A \$25 administrative fee will be charged for all refunds.
The cancellation fee will be deducted directly from the refund. For
program credits no administrative fee will be charged. Program
credits must be used within one year of the original program date.
Cancellations must be in writing & faxed to the CityBar Center at
(212) 869-4451. Refunds & program credits are not available for the
purchase of tapes, CDs, course materials or online programs.

Registration Fee: Advance registration is advised. An additional
fee of \$25 will be charged for "walk-in" registrations--those
received later than 3:00 p.m. one business day prior to the
program.

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Live Program (includes materials):

\$195 Member \$285 Non-member

Walk in Registration (includes materials):

\$220 Member \$310 Non-member

REGISTRATION FORM

Name _____ Telephone _____ Fax _____

Address _____

Enclosed is my check for _____, payable to the Association of the Bar.

AMEX Card Number _____ - _____ - _____ Exp. Date _____

Visa MC Card Number _____ - _____ - _____

Exp. Date _____ Amount to charge _____

Signature _____

CITYBAR CENTER FOR CLE

DON'T MISS THESE OTHER UPCOMING COURSES!

STAYING OUT OF TROUBLE: SOME IMPORTANT ETHICAL LESSONS

Thursday, February 12 6-9 p.m.

SO LITTLE TIME, SO MUCH PAPER: ORGANIZATION & TIME MANAGEMENT TECHNIQUES FOR LAWYERS

Thursday, March 25 9-5 p.m.

ETHICS FOR THE IMMIGRATION LAWYER

Wednesday, March 31 6-9 p.m.

ETHICS & TACTICS IN MEDIATION & SETTLEMENT NEGOTIATIONS

Wednesday, April 21 6-9 p.m.

FUNDAMENTALS OF TRUST ACCOUNTING INCOME & PRINCIPAL RULES UNDER THE REVISED NEW YORK STATE LAWS: ETHICAL & LIABILITY ISSUES YOU NEED TO KNOW

Monday, May 3 8:45-1:15 p.m.

BECOMING A MEDIATOR – MARKETING YOUR PRACTICE & YOURSELF

Tuesday, May 4 6-9 p.m.

DOCUMENT RETENTION: ETHICAL, LEGAL & PRACTICAL ADVICE ON THE DOCUMENTS YOU SHOULD (& ARE REQUIRED TO) PRESERVE

Wednesday, May 15 6-8 p.m.

ETHICAL CHALLENGES IN LEGAL PRACTICE

Thursday, May 20 6-9 p.m.

CURRENT ISSUES UNDER THE INVESTMENT COMPANY ACT: ETHICAL, MARKETPLACE & REGULATORY DEVELOPMENTS

Monday, May 24 6-9 p.m.

TALK YOUR WAY TO THE TOP OF THE PROFESSION! PUBLIC SPEAKING FOR LAWYERS

Tuesday, June 1 9-5 p.m.

ETHICS FOR THE ENTERTAINMENT LAWYER

Thursday, June 3 6-9 p.m.

CONFLICTS OF INTEREST IN CRIMINAL CASES: ETHICAL & PRACTICAL CONSIDERATIONS

Tuesday, June 22 6-9 p.m.

FOR MORE INFORMATION

Call 212-382-6663 or 212-382-6662 or visit our website at www.abcny.org

All programs & products are sponsored by the CLE Committee Burton N. Lipshie, Chair