

“LOMAP’s Super Marketing Conference”

Thursday, May 26, 1-7 p.m.

MBA, 20 West St., Boston

Moderators

- [Rodney S. Dowell, Esq., LOMAP](#)
- [Jared D. Correia, Esq., LOMAP](#)

Program Agenda

- **1-1:40 p.m.: “5 Steps for Developing a Referral Network”**
[Erik Mazzone, Esq.](#), director, [Center for Practice Management, North Carolina Bar Association](#)
- **1:40-1:50 p.m.: Break**
- **1:50-2:10 p.m.: “Managing the Media”**
[Dorie Clark](#), principal, [Clark Strategic Communications](#)
- **2:10-2:30 p.m.: “Social Media University: Social Media 101”**
[Tomeeka Farrington](#), principal, [Spotlight Communications](#)
- **2:30-2:50 p.m.: “The Power of Social Media: Social Media 201”**
[Robert J. Ambrogi, Esq.](#), principal, [Law Office of Robert J. Ambrogi](#)
- **2:50-3 p.m.: Break**
- **3-3:25 p.m.: “Tearing Down the Tech Wall: Using Technology to Better Communicate with Clients”**
[Keith Schneider](#), Senior Account Manager, [NetDocuments](#)
- **3:25 -3:50 p.m.: “Search Engine Optimization and Online Reputation Management”**
[Conrad Saam](#), senior marketing manager, [Avvo](#)
- **3:50-4 p.m.: Break**
- **4-4:20 p.m.: “Surviving the Next Great Recession/The Psychology of Those Who Succeed”**
[Gabriel Cheong, Esq.](#), principal, [Infinity Law Group](#)
- **4:20-4:40 p.m.: “Attorney Advertising Ethics”**
[Katherine L. Kenney, Esq.](#), partner, [Peabody & Arnold, LLP](#)
- **4:40-5 p.m.: “The Engine of You”**
[Alan J. Klevan, Esq.](#), principal, [Klevan & Klevan, LLP/Law Practice Strategies](#)
- **5-5:10 p.m.: Break**
- **5:10-5:50 p.m.: “Best Laid Plans for Getting (and Keeping) the Best Clients”**
[Allison C. Shields, Esq.](#), principal, [Legal Ease Consulting, Inc.](#)
- **5-7 p.m.: Networking Reception**
Reception services will be available just before and during [Allison Shields’](#) presentation.

**Introduction to formal open reception from representatives of MBA [General Practice, Solo & Small Firm](#) + [Law Practice Management](#) Sections*