

presents:  
**Law Marketing Day at ABA Midyear**  
**Friday, February 9, 2007**  
**JW Marriott – Miami, FL**

---

The ABA's Law Practice Management Section is pleased to provide a special slate\* of law marketing programs, capped by the ABA Women Rainmakers' Reception, on Friday, February 9, 2007 at the ABA Midyear Meeting in Miami, Florida. The programs and reception are free of charge and open to all ABA attendees as well as any interested attorneys, marketers and administrators from Florida's law firm and law school community.

---

**Define Your Event Strategy: Maximize Your Business Development Opportunities**  
**Time: 8:00 a.m. – 10:00 a.m. JW Marriott – London II Room**

Attendees will walk away with a better understanding of how to maximize their business development opportunities pertaining to participation in various types of events, whether they are internal (a seminar hosted by the firm) or external (sponsorships, tradeshow, networking events, etc.).

**Panelists:**

Carly Sproul, Sidley Austin LLP, Chicago, IL  
Elise Martin, Young Conaway Stargatt & Taylor, LLP, Wilmington, DE  
John Bowers, Saul Ewing, LLP, Philadelphia, PA

**Marketing on a Shoestring: Tips for Making the Most of Your Business Development Dollar**  
**Time: 10:00 a.m.- 12:00 p.m. JW Marriott – London II Room**

Whether you are a sole practitioner watching the marketing budget or an attorney at a mid-size to large law firm looking to maximize your spending, this program will provide tools and tips to make the most out of your time and money.

***Takeaways*** will include:

- Making the most of your current contacts and memberships
- Developing an efficient network maintenance system
- Developing a marketable niche
- Employing alternative billing options
- Creating and structuring a successful public relations plan
- 20 Quick Tips for Building Your Marketing Portfolio

**Panelists:**

An all-attorney panel of practitioners and marketers from the ABA-LPM Marketing Core Group, including:

Olivia Fox Cabane, Spitfire Communications, New York, NY  
Claudia Clontz, Clontz & Clontz, Charlotte, NC  
Micah Buchdahl, HTMLawyers, Inc., Moorestown, NJ  
Jamie Diaferia, Infinite PR, New York, NY

