



**The Business of Lawyering:
Professional Development for Today's Attorney's
Memphis, TN
February 19, 2016**

The Program Description

You know the law but don't let the business of law slow you down as you build your reputation and client base. This three-hour ethics seminar will focus on practical aspects of lawyering such as managing yourself and your support staff, using case managements systems, engaging clients, ending the client relationship ethically, and using social media to advertise.

Program Producer: *Louise Biedenharn, Attorney at Law*

Agenda

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| 8:30- 9:00am | Registration |
| 9:00 – 10:00am | Casting a Wide Net: How to Ethically Use Social Media to Advertise
<i>Bill Parks, Hulsey Hunt & Parks, P.C.</i> |
| 10:00 – 10:15am | Break |
| 10:15 - 11:15am | The Client Relationship: Engaging and Disengaging
<i>Lucie Brackin, The Landers Firm</i> |
| 11:15 – 12:15pm | Managing Yourself and Your Support Staff
<i>Richard Glassman, Glassman Wyatt Tuttle & Cox, P.C.</i> |

Total Credit: 3 Dual Credit Hours