



**The Business of Lawyering:  
Professional Development for Today's Attorney's  
Knoxville, TN  
February 13, 2015**

**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, engaging clients, ending the client relationship ethically, and using social media to advertise.**

**Program Producer: *Ashley Boyer, Wheeler & Seeley***

**Agenda**

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| <b>8:30- 9:00am</b>    | <b>Registration</b>  |
| <b>9:00 – 10:00am</b>  | <b>Managing Yourself and Your Support Staff</b><br><i>This session will include practice management tips, including an overview on managing support staff.</i><br><b><i>Leslie L. Beale, BPV Capital Management, LLC</i></b>   |
| <b>10:00 – 10:15am</b> | <b>Break</b>   |
| <b>10:15 - 11:15am</b> | <b>The Client Relationship: Engaging and Disengaging</b><br><i>This session will include discussion on determining when the ethical obligation begins in the client relationship, as well as ethical issues involved in terminating the client relationship.</i><br><b><i>Shelly Wilson, Robertson Overbey</i></b>           |
| <b>11:15 – 12:15pm</b> | <b>Casting a Wide Net: How to Ethically Use Social Media to Advertise</b><br><i>This session will include tips on ethically using social media to market your practice, with specific tips on what to say on social media about your practice areas.</i><br><b><i>Jason Hicks, Moore Rader Fitzpatrick &amp; York PC</i></b> |