

6th Annual Super Marketing Conference

Web marketing—like a boss

2016

New England's premier marketing conference returns for 2016, and it's even more super than last year. Get your annual marketing check-up with our local and national experts. We've got networking opportunities—we've got all the hot topics—we've got the best speakers. All we're missing is you!

Register today to:

- ▶ Step up your local search game
- ▶ Get your website right
- ▶ Control online reviews
- ▶ Crush content
- ▶ Strike the best profile

AGENDA—JUNE 2

9:00 – 9:30 A.M.	Breakfast
9:30 – 10:30 A.M.	Keynote Address by Crisp Video Group: 10 Ways to Attract New Clients with Legal Video
10:30 – 11:15 A.M.	Panel: Managing Online Reviews
11:15 – 11:45 A.M.	Networking & Refreshment Break
11:45 – 12:30 P.M.	Panel: Crushing Content Marketing
12:30 – 1:30 P.M.	Lunch (on your own)
1:30 – 2:30 P.M.	Panel: Local Search Hero
2:30 – 3:00 P.M.	Networking Reception

AGENDA—JUNE 3

9:00 – 9:30 A.M.	Breakfast
9:30 – 10:30 A.M.	Keynote Address by FindLaw: Your Next Client Wants to Hire You—Now!
10:30 – 11:15 A.M.	Panel: Styling and Profiling
11:15 – 11:45 A.M.	Networking & Refreshment Break
11:45 – 12:45 P.M.	Keynote Address by How to Manage a Small Law Firm: Know Your Market
12:45 – 1:45 P.M.	Lunch (on your own)
1:45 – 2:30 P.M.	Panel: Websites, Well-Done
2:30 – 3:00 P.M.	Networking Reception

SPEAKERS

Heidi S. Alexander, Esq., *Massachusetts Law Office Management Assistance Program (LOMAP), Boston*, Cochair; Jared D. Correia, Esq., *Massachusetts Law Office Management Assistance Program, Boston*, Cochair; Christopher T. Anderson, *How to Manage a Small Law Firm, Miami, FL*; Steven M. Ay, Esq., *Fort Point Legal, PC, Boston*; Melissa A. Conner, Esq., *Conner Law Offices, Boston*; Theodore M. DeBettencourt, *Online Business Creators, Boston*; Katy Goshtasbi, *Founder, Puris Personal Brand Solutions, San Diego, CA*; Mark Jacobsen, *Senior Director of Strategic Development & Thought Leadership, FindLaw, Saint Paul, MN*; Justin L. Kelsey, Esq., *Skylark Law & Mediation, PC, Framingham*; Alan J. Klevan, Esq., *Law Office of Alan J. Klevan, Newton Highlands*; Dan Lear, *Director of Industry Relations, Avvo, Inc., Seattle, WA*; Karla M. Mansur, Esq., *Law Office of Karla M. Mansur, Concord*; Michael Mogill, *President & CEO, Crisp Video Group, Atlanta, GA*; Elizabeth H. Munnell, J.D., *EHMunnell, Cambridge*; Damian J. Turco, Esq., *Turco Legal, PC, Newburyport*; Matthew M. Yospin, Esq., *Law Office of Matthew M. Yospin, Boston*

Your contact information may be shared with our sponsors. To opt out, please complete an opt-out form at MCLE's Registration Desk on the day of the program.

LOCATION AND DATE

BOSTON

9:30 a.m. – 2:30 p.m.,
Thursday, June 2 and
Friday, June 3, 2016
MCLE Conference Center,
10 Winter Place, via Winter Street
Program No. 2160284P01

TUITION

- ▶ \$120
- ▶ \$60 MCLE Sponsor Members, members of sponsoring organizations and marketing partners, new lawyers admitted to law practice after 2013, pending admittees, and law students

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Monday – Friday, 8:30 a.m. – 5:30 p.m.
- ▶ **WALK UP** on the day of the program or **DROP IN** to
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6TH ANNUAL

Super Marketing Conference 2016**BOSTON**Thursday, June 2 &
Friday, June 3, 2016**Web marketing—like a boss**

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