

TECH TIPS FOR ATTORNEYS

Friday, February 8, 2013 | 8:30 a.m. – 11:45 a.m. | 3.0 Ethics CLE Credits
 \$79 Registration Fee - *includes a copy of the presenter's book*
 CLE # 2013-005 | BP Energy Center - 900 E. Benson Blvd

Presented by: Jabez LeBret, Co-Author, *How to Turn Clicks Into Clients*



Unlike similar classes, this educational CLE delivers the real substantive content that law firms need to navigate their online presence. Upon completing the CLE, attorneys will understand the best practices for ethically using the Internet and also how to avoid the traps of self reviewing, improperly commenting on their blog, or misrepresenting their services online.

The program outlines a step-by-step plan of action to manage a law practice online and build a strong and ethical web presence. Ethical strategies for websites and emailing, as well as the simple techniques that will help attorneys avoid several major pitfalls, are covered.

"Jabez is a people person. He is engaging, lively, entertaining and he creates a huge impact! He quickly connects on a personal level with his audience and delivers a powerful presentation."

- Karla Kucera, Business Development Manager, Parker Staffing Services

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Mail: P.O. Box 100279, Anchorage, AK 99510-0279

Fax: 907-272-2932

or register at www.alaskabar.org

Tech Tips....	2013-005	Registration: \$79	Door Fee: \$104
AK Bar Member #: _____		<input type="checkbox"/> Check enclosed	<input type="checkbox"/> Visa
<input type="checkbox"/> Non Bar Member		<input type="checkbox"/> Mastercard	
Name: _____		Acct #: _____	
Firm: _____		Exp. Date: _____	
Address: _____		Name on card: _____	
City/State: _____ Zip: _____		Signature: _____	
Email: _____		Billing Zip Code: _____	
Phone: _____		Total Enclosed: \$ _____	

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Websites, Google, Email, Client Confidentiality, and More...Online Management: the Ethics, Pitfalls, & Techniques, from Social Media Traps to Disclaimers.

Attendees Will Learn:

- How to Optimize Your Website: Ethically and Properly
- Local Listing Directories and Google Places: Issues Surrounding Reviews and Optimization
- Blogging: What You Can and Can't Do, Including Client Confidentiality & Disclaimer Violations
- About the Cloud: Security and Client Management Software

“Jabez is absolutely one of most engaging, energetic and effective speakers I've seen. He keeps the topic relevant and monitors his audience to maintain enthusiasm and connection. I highly recommend Jabez as a public speaker for your company or organization.” **-Darcey Howard, Life Styled New York, NY**

“The presentation was excellent. It was both relevant and entertaining. And we had one of the best turnouts we have had for a long time.” – **Santa Barbara Bar Association**

The fine print

MCLE CALIFORNIA INFORMATION: The Alaska Bar Association is an approved California MCLE provider. The Alaska Bar Association certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.

LIVE CLE PROGRAM DISCOUNTS: (Only one category of discount may be applied per program.) Walk-in Registration will add \$25 to fee.

GROUP REGISTRATION DISCOUNT: To receive a group discount, the names of all the registrants from your organization and the name of the CLE must be emailed to info@alaskabar.org. 10% off the registration fee for 2 members of the same organization; 20% off for 3 - 5 members of the same organization; 30% off for 6 or more members from an organization.

BAR MEMBERS ONLY TRAVEL DISCOUNT: 50% for travel to CLE via commercial air carrier. Show proof of travel at CLE. 20% for driving 100 miles or more one way to CLE.

STUDENT DISCOUNT: 50% off the registration fee for full time students. Show proof of student status at CLE. No Discounts for Webcast.

CANCELLATION POLICY (not applicable to free CLE programs): Registration fees will be refunded, less a \$25 administrative fee, for cancellations up to one business day prior to the program. No refunds given on or after the date of the program: however, program materials are available upon request and DVDs maybe available on select programs, please inquire. Registrant substitution is permitted at all times.