

Course Planners

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LCL Web Solutions, Plymouth Meeting

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5080 Ritter Road, Mechanicsburg, PA 17055-6903
Allegheny County
Bar Association



3 professional education credits

*This program has been approved by the Pennsylvania Continuing Legal Education Board for 2 hours of CLE credit in substantive law and 1 hour in ethics. Ethics information has been integrated throughout this program. To receive 1 hour of ethics credit, you must attend the entire course.

Using Social Media
in Your Law Practice



3
CLE CREDITS
including ethics*



* PHILADELPHIA • AUGUST 7, 2013 * MECHANICSBURG, LIVE WEBCAST & SIMULCAST • AUGUST 19, 2013 * PITTSBURGH • SEPTEMBER 19, 2013 *

Using Social Media in Your Law Practice

12:30 pm to 3:45 pm

Philadelphia • Wednesday, August 7, 2013

Mechanicsburg, Webcast & Simulcast • Monday, August 19, 2013
Allentown • Media • Reading • West Chester • Wilkes-Barre • York

Pittsburgh • Thursday, September 19, 2013



PENNSYLVANIA BAR INSTITUTE
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3 CLE CREDITS
including ethics*

800.247.4724 | www.pbi.org

Using Social Media in Your Law Practice

How to friend users and influence people

- Explore popular social networking resources
- Tap social media to keep current on breaking legal updates and trends
- Know the risks and potential liabilities when posting online

Look both ways before blogging your case load

- Learn to avoid liability when posting information online
- Explore the intersection of social media, advertising, and Pennsylvania's Rules of Professional Conduct
- Understand your ethical obligations when communicating with past and potential clients
- Get the latest updates in privacy controls and confidentiality online

Design a reasonable usage policy for your firm

- Encourage the safe and productive use of social media tools
- Understand the most recent NLRB opinions and reports
- Explore whether to implement a social media policy

Dates & Locations

12:30 pm to 3:45 pm; check-in and lunch begin at 12:00 pm

Philadelphia • Wed., Aug. 7, 2013
The CLE Conference Center, Wanamaker Building
10th Floor, Suite 1010, Juniper St. entrance

Mechanicsburg • Mon., Aug. 19, 2013
5080 Ritter Road, Rossmoyne Exit, Route 15

Pittsburgh • Thu., Sep. 19, 2013
Professional Development Conference Center
339 Sixth Ave., Suite 760

Live Webcast • Mon., Aug. 19, 2013
Go to webcasts.pbi.org to register.

Simulcast • Mon., Aug. 19, 2013

Allentown
Bar Assn. of Lehigh Co.
1114 Walnut St.

Reading
Berks Co. Bar Assn.
544 Court St.

Wilkes-Barre
Kings College
Sheehy-Farmer
Campus Ctr.
Lanes Lane

Media
Delaware Co. Bar Assn.
335 W. Front St.

West Chester
Chester Co. Bar Assn.
15 W. Gay St.

York
York College of PA
Grantley Hall

Philadelphia & Mechanicsburg

12:30 — 1:15	Advertising Ethics and Social Media <i>Louisa Chen and Julia Lee</i>
1:15 — 1:45	Creating a Social Media Policy <i>Brian Waerig</i>
1:45 — 2:30	Social Media and Discovery <i>Michael Kleiman, Victor Zarrilli (Philadelphia Only)</i>
2:30 — 2:45	Break
2:45 — 3:15	Blogging, Defamation, and Invasion of Privacy <i>Jeremy Mishkin</i>
3:15 — 3:35	The Future of Social Media <i>Robert Hooker</i>
3:35 — 3:45	Question & Answer <i>Panel</i>

Pittsburgh

12:30 — 1:00	What is Social Media <i>Megan Costello</i>
1:00 — 2:00	Ethics and Social Media <i>Josh Camson</i>
2:00 — 2:15	Break
2:15 — 3:00	Advising Your Clients on Social Media <i>Robert Hooker</i>
3:00 — 3:45	Using Social Media in Your Workplace <i>Gregg Zegarelli</i>

Registration Policy:

Please register early! Save \$25 on registrations received 3 or more business days before the course date. Pre-registered customers will receive priority on the distribution of course materials. Walk-in registrations will be accepted on a space-available basis, but please check www.pbi.org or call (800) 247-4724 to confirm space is available and the schedule has not changed.

Cancellation Policy:

In order to receive a refund for cancellation (less a \$25 administrative fee), you must notify PBI by email, mail or FAX no later than 2 business days before the course date for the appropriate site. Otherwise, you will receive the course materials in full consideration of tuition paid.

Registration Transfers:

Requests for transfers will be honored if they are received before the course date. Services for Persons with Disabilities: If you require special arrangements, please contact Customer Service at (800) 932-4637 at least ten days before the course date.

Speaker Substitutions:

PBI reserves the right to substitute speakers at all programs.

PBI Scholarships:

PBI offers substantially reduced tuition for most PBI seminars to allow attorneys experiencing financial hardship to fulfill their mandatory education requirement. For details and an application, contact Scholarship Administrator at scholarships@pbi.org or (800) 932-4637, ext. 2284 at least 30 days before the program. (Scholarships are not available for Online CLE.)

Legal Services/Public Interest Lawyers:

PBI waives tuition fees for the first 12 hours of CLE taken in each calendar year for attorneys employed full-time by many nonprofit legal services and public interest organizations. These attorneys may enroll for additional CLE courses at 50% of the highest member fee.

Registration Confirmation:

To receive a confirmation, please be sure to include your email address on the registration form.

Weather Related Cancellations:

Check www.pbi.org or call (800)-932-4637 ext. 2205.

www.pbi.org

8007-me/eb-6/13/13

Using Social Media in Your Law Practice

8007F

DATES & LOCATIONS

- Philadelphia Wed., August 7, 2013
- Mechanicsburg Mon., August 19, 2013
- Pittsburgh Thurs., September 19, 2013
- Simulcast Mon., August 19, 2013

TUITION (INCLUDES COURSE BOOK AND LUNCH)

EARLY*	STANDARD
<input type="checkbox"/> \$229 Members — Pa., or any co. bar assn.	<input type="checkbox"/> \$254
<input type="checkbox"/> \$209 Members admitted after 1/1/09	<input type="checkbox"/> \$234
<input type="checkbox"/> \$249 Nonmembers	<input type="checkbox"/> \$274
<input type="checkbox"/> \$99 Paralegals attending with an atty.	<input type="checkbox"/> \$124
<input type="checkbox"/> \$115 Judges and judicial law clerks	<input type="checkbox"/> \$140
<input type="checkbox"/> \$105 Judges and judicial law clerks admitted after 1/1/09	<input type="checkbox"/> \$130

or ■ Go to webcasts.pbi.org for webcast tuition and to register. Sorry, we cannot accept checks for Online CLE. Online tuition differs from live course tuition.

*Registrations received 3 or more business days before the presentation qualify for the Early Registration Discount. Add \$25 for registrations received 3 or fewer business days before the presentation.

COURSE MATERIALS

- Course Book (2013-8007) — \$49 plus \$6.00 S&H and \$3.30 tax (\$58.30)
- Audio CD (ACD-8007) — \$39 plus \$6.00 S&H and \$2.70 tax (\$47.70)
- Audio CD & Book Set (ACDS-8007) — \$79 plus \$6.00 S&H and \$5.10 tax (\$90.10)

If you are ordering course materials separately, please allow two weeks after the first program for the shipment of books and 4 to 6 weeks for shipment of the CDs and book/CD sets.

Name _____ Atty. # _____

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Email (required for confirmation) _____

Phone _____ / _____ - _____ FAX _____ / _____ - _____

I have enclosed my discount coupon in the amount of \$ _____ for my 1st 2nd 3rd 4th 5th seminar.

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