

5 Ways to BOOST Legal MARKETING at Conferences

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Seize Marketing Opportunities at Conferences and Seminars

You see them approaching on the calendar - mandatory continuing legal education classes, one-day seminars, and lengthy conferences.

The thought of attending these engagements may fill you with dread. After all, these are only obligations, right?

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WRONG!

Seminars, conferences and CLE classes are opportunities for you to generate real **BUSINESS REFERRALS** and jump start your **LEGAL MARKETING** campaign.

Here are five tips to help you turn an engagement into a referral engine.

- 1. Get your BUSINESS CARDS ready.** You don't want to attend the event empty handed. Make sure you have plenty of business cards with you, and be sure to keep them easily accessible.
- 2. Introduce yourself to others around you.** Make it a goal to introduce yourself to the two people seated to the left and to the right of you. This is not the time to be shy. You may also want to thank the lecturer personally after he or she has finished the presentation.
- 3. Find lawyers and colleagues to introduce.** Let everyone know what kind of law you practice and make a point to introduce attorneys whom you know - but who don't know each other.
- 4. Ask questions.** Networking is a two-way street, so be sure to ask attorneys about *their* practices. If you're in doubt about which types of questions to ask, refer to the list of [13 Sure-Fire Questions for Networking](#).
- 5. Moderate or lecture.** When you sign in for the seminar or conference, ask if you can participate in future events and be sure to get the appropriate contact information.

Don't forget to **PLAN AHEAD**. In order to really make the most of conferences and seminars you need to **develop a strategy** and **set goals** for connecting with others.

Believe it or not, a conference can be your **best source for referrals** - so make sure your time there **COUNTS!**

Adapted from article [Legal Marketing: Plan for Conference Success](#) by Geri L. Dreiling, Esq.

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