

CORE Competencies Online

YOUR CONTINUING ONLINE RESOURCE FOR LEGAL MARKETING EDUCATION



LMA Webinars, eLearning Classroom courses and QuickStart programs provide high-quality, competency-based educational opportunities at your fingertips. Grow professionally and personally — plan your 2010 educational lineup with these convenient, Web-based, cost-effective offerings.

JAN.

DATE	EDUCATIONAL OPPORTUNITY	EXPERIENCE LEVEL	REPLAY AVAILABLE
Jan. 27	Webinar: Professional Coaching Panel (CD) <i>Sally J. Schmidt, Susan Saltonstall Duncan, Felice C. Wagner, Melodie L. Tilley</i>	Mezzo-Senior	yes

FEB.

DATE	EDUCATIONAL OPPORTUNITY	EXPERIENCE LEVEL	REPLAY AVAILABLE
Feb. 23	Webinar: Law Firm or Lawyer: The Decision-Making Process for Medium-Sized Companies (BD) <i>Dr. Silvia Hodges</i>	General	yes

MAR.

DATE	EDUCATIONAL OPPORTUNITY	EXPERIENCE LEVEL	REPLAY AVAILABLE
Mar. 3	Webinar: Search Marketing for Law Firms: A Plain-English, No-Nonsense Approach to Better Search Rankings (T) <i>Don McNichol, Ray Rosti, Ira Ruderman, Nancy Sloame</i>	General	yes

APRIL

DATE	EDUCATIONAL OPPORTUNITY	EXPERIENCE LEVEL	REPLAY AVAILABLE
April 1	Webinar: 10 Keys to RFPs (BD) <i>Pamela H. Woldow</i>	Senior	yes
April 21	eLearning Classroom: Effective Business Writing 201		
April 28	Webinar: The NEW Business of Law (BL) <i>Patrick Lamb, Merrilyn Astin Tarlton, Anne Jacoby, Ian Nelson</i>	Mezzo-Senior	yes

(B) Branding
 (BD) Business Development
 (BL) Business of Law
 (CD) Career Development
 (C) Communications
 (EM) Event Management
 (PR) Public Relations
 (R) Research
 (SP) Strategic Planning
 (T) Technology

* Webinar replay available at www.legalmarketing.org

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MAY

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May 11	Webinar: Social Media (PR) <i>Rees Morrison, Esq.</i>	General	yes
May 19	Webinar: CRM 2.0: New Developments, New Options, New Strategies for Success (T) <i>Chris Fritsch</i>	General	yes

JUNE

DATE	EDUCATIONAL OPPORTUNITY	EXPERIENCE LEVEL	REPLAY AVAILABLE
June 17	Webinar: “Attorney Speak” — How to Present Ideas and Win Approval (CD) <i>Timothy B. Corcoran, Ginger Donnan, Alison Gordon, Sandi Sonnenfeld, Linda Sparr</i>	Junior-Mezzo	

JULY

DATE	EDUCATIONAL OPPORTUNITY	EXPERIENCE LEVEL	REPLAY AVAILABLE
July 14	Webinar: Better Marketing Through Ethical Compliance (BD) <i>Will Hornsby, Norm Rubenstein</i>	General	

SEPT.

DATE	EDUCATIONAL OPPORTUNITY	EXPERIENCE LEVEL	REPLAY AVAILABLE
Sept. 21	eLearning Classroom: The Ethics and Policies of Client Development in Cyberspace <i>Will Hornsby</i>		
Sept. 23	eLearning Classroom: Coaching and Networking for Legal Professionals		

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SEPT. (cont.)

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Sept. 29	Webinar: Client Feedback I: The Essential First Steps (BD) <i>Laura Meherg, Nathaniel Slavin</i>	Junior	

OCT.

DATE	EDUCATIONAL OPPORTUNITY	EXPERIENCE LEVEL	REPLAY AVAILABLE
Oct. 13	Webinar: Effective Communications: Speaking to the “Dog” Brain in Each of Us (CD) <i>Carol Schiro</i>	General	
Oct. 20	Webinar: Client Feedback II: Interview Best Practices (BD) <i>Laura Meherg, Nathaniel Slavin</i>	Mezzo	

NOV.

DATE	EDUCATIONAL OPPORTUNITY	EXPERIENCE LEVEL	REPLAY AVAILABLE
Nov. 10	Webinar: Client Feedback III: Turning Information into Action (BD) <i>Laura Meherg, Nathaniel Slavin</i>	Senior	

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