



BI-MONTHLY EDUCATIONAL LUNCHEON

Tuesday, January 19, 2010

11:45 a.m. – 1:15 p.m.

Held at:

**The Standard Club
320 S. Plymouth Court
Chicago, IL**

Registration Forms are due by Wednesday, Jan. 13th 2010.

**Please note: ALA's annual scholarship winners
will be drawn at this educational session**

Social Networking –Opportunities and Threats of Social Media for Legal Professionals

Presented By

Sonny Cohen of Duo Consulting

People are buzzing about social networking. Invitations to connect are being extended by everyone from your banker to your old high school flame. What is the right etiquette for handling these new online connections? How can you use this medium to your advantage? How do you avoid creating problems that might live on the Internet forever? And how might you bring social media marketing leadership to your own organization

Sonny Cohen will discuss online social networking and the most popular business and personal social media including LinkedIn, Facebook, the legal industry focused Martindale-Hubbell Connected as well as other on-line networking tools. Sonny plans to address the following issues:

- how you can use social media for your individual professional development
- how you can leverage social media as marketing tools for your law firm
- what you as a law firm administrator should be doing to police the use of these media by your professionals

Sonny Cohen

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Sonny has over 30 years of business management and marketing experience, often using disruptive business processes and technologies including:

- Serial technology entrepreneur
- Apple Computer distributor
- Internet partner at Friedman, Eisenstein, Raemer and Schwartz (FERS).
- Director of Internet Marketing Strategy at Duo Consulting

Sonny shares his experience and knowledge about social media marketing, blogs, email marketing, search engine optimization, online reputation management

- Speaker at Legal Marketing Association regional and annual conferences
- Contributor to the [Duo Consulting Blog](#)
- Speaker at the [Web Content Seminar series](#)
- Author of [online marketing whitepapers](#)
- Content contributor to the law firm focused [Three Essential Media Relations Tools](#).

