



INDEPENDENCE CHAPTER
Association of Legal Administrators
Annual Changing of the Guard and Educational Event

Date: April 19, 2022
Noon – 1:00 pm

Location: Virtual link will be sent 2 days
prior to all registrants

No Cost for Members

Marketing our Lawyers in 2022
Presented by
Stacy Clark, Esquire

Is your firm looking for new and unique ways to market in the post-pandemic landscape? Does your firm offer services that make you excel in the remote or hybrid working environment that defines not just today's law firm, but many other businesses as well?

We invite you to join Stacy Clark as she talks about new ways for us to approach marketing, and gives us her top suggestions for ways that we, as firm leaders, can participate in Marketing our Lawyers in 2022.

Learning Objectives

- Learn why outstanding service today is key, and be able to identify what it encompasses
- Discover how even a single incident of negative service impacts a law firm
- Understand how to assess all key points of entry— from the website to the receptionist and much more
- How to ask for and understand client feedback on what matters to them.
- Discover how even small things can be BIG!

Stacy Clark started her career as an attorney and transitioned into a successful career helping law firms to successfully market themselves, and truly understands what it means to be on both sides of the marketing efforts. For more information on Stacy and the services she provides, you can visit her website at <https://www.stacyclarkmarketing.com/about/>

This course is eligible for 1 credit hour in the following categories:

- CLM App: organizational management
- Functional Specialty: Legal Industry/Business Management
- Eligible for recertification in the Legal Industry/Business Management category

~GUESTS ARE WELCOME~

Please RSVP on or before Friday, April 15, 2022 at our website [CLICK HERE](#). If you have questions, please call Joanne DiFrancesco at 610-275-8083.