

## **ETHICALLY BUILDING YOUR PRACTICE USING FREE AND LOW-COST ONLINE METHODS**

Kenneth A. Vercammen, Esq.

Monday, October 7, 2013 | 6:00 p.m. - 8:00 p.m.

Rutgers School of Law-Newark

S.I. Newhouse Center for Law and Justice | 123 Washington Street | Newark, NJ 07102

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This program will provide low-cost strategies and proven techniques for promoting and expanding your practice while complying with the Rules of Professional Conduct. Learn how solos and small firms can effectively use the internet, social media, and other marketing techniques to build a practice. Topics include:

- Rules Governing Marketing and Communications - an overview of the relevant Rules of Professional Conduct and cases that involve marketing and communication with potential clients
- Internet - learn how your website can attract clients with images, testimonials and design without raising any ethics issues, and learn how to utilize other websites to list your biographical, firm and event information.
- Social and In-person Networking - learn how to ethically grow your practice through on-line networking such as Facebook, LinkedIn, Google+, Twitter, YouTube, and what can you say, or not say, in person and online, avoiding conflicts of interest.
- Blogs, Event Calendars, Newsletters and More - explore the use of additional marketing tools, such as blogs, e-mail newsletters, videos and more, for promoting your practice while staying within the ethics boundaries

**Kenneth A. Vercammen, Esq.**, Managing Attorney at Kenneth Vercammen & Associates, P.C., Edison, NJ. Mr. Vercammen is a trial attorney, author and lecturer on business and litigation issues, editor-in-chief of the New Jersey Municipal Court Law Review and editor of the legal website [www.njlaws.com](http://www.njlaws.com). He has served as a Special Acting Prosecutor in nine different cities and towns in New Jersey. His practice focuses on Criminal Law, Municipal Court, Probate, and Estate Administration.

**CLE ETHICS Credit Hours:** 2.0 NJ | 2.0 NY | 2.0 PA

**Registration Fee:** \$60

**Register at** [www.rutgerscle.com](http://www.rutgerscle.com)