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AMERICAN BAR ASSOCIATION'S FIRST NATIONAL MARKETING CONFERENCE COMMEMORATES 30TH ANNIVERSARY OF *BATES V. ARIZONA* AND LAW FIRM MARKETING

Two-Day Conference in Washington, DC Addresses State of Law Firm Marketing and Strategies for Attorney Business Development

WASHINGTON, DC (APRIL 4, 2007)—The American Bar Association's Law Practice Management Section will commemorate the 30th anniversary of the seminal law firm marketing case, *Bates v. Arizona*, on November 8-9, 2007 in Washington, DC with its first-ever Law Firm Marketing Strategies Conference.

The event features a number of all-attorney panels that will provide practicing lawyers with the most comprehensive look at how law firm marketing has evolved and where the profession is heading, as well as programs aimed at assisting lawyers and firms with improving their business development strategies.

"*Bates* set in motion an entire industry that continues to define the legal profession," said Micah Buchdahl, Conference Chair for the Law Firm Marketing Strategies Conference. "It's time to take a step back and look at what is working for law firms and examine where we can make strides."

The two-day event will feature some of the most relevant and integral law firm marketing experts in the country, including Van O'Steen from *Bates v. Arizona* to talk about legal ethics; strategic communications specialist Chris Lehane and Infinite Public Relations' Jamie Diaferia to talk about crisis communications, as well as a program on the impact of diversity initiatives on law firm business.

"The concept of law firm marketing continues to be an enigma to many members of the bar," Buchdahl said. "This conference will address concerns, but also teach 'best practices' for moving forward with smart initiatives."

Other panels will address some of the most pressing marketing issues faced by law firms of all sizes, including business development spending and technology marketing. In addition, the Conference will include two Extreme Marketing programs featuring ten speakers talking about ten topics for ten minutes a piece. These programs will feature partners from 20 national law firms.

The event will be held at the Omni Shoreham Hotel from 9 a.m. on Thursday November 8, 2007 through 2 p.m. on Friday November 9. A room block has been secured at an ABA LPM rate of \$239/night.

For more information about the event and how to register, please visit www.lawpractice.org/marketingconference.

ABOUT THE ABA LAW PRACTICE MANAGEMENT SECTION

The mission of the ABA Law Practice Management Section is to provide innovative and practical information on marketing, management, technology, and finance, enabling legal professionals to better serve clients, achieve career goals, and balance their lives. The American Bar Association is the largest voluntary professional membership association in the world, with more than 400,000 members.