

Navigating the Marketing Minefield



HINT: It isn't actually a minefield, just a many-forked road

Marketing impact starts with being intentional. Better choices will lead to more effective marketing efforts.

Join Sandra Bekhor for this valuable session which will help you better understand the marketing journey.

You will learn:

- How to set priorities
- How to determine your audience
- How to identify your objectives
- How to be proactive instead of reactive
- How to select appropriate media options
- How to build a marketing plan

Audience: established lawyers, who are beginner-level marketers

Speaker

- Sandra Bekhor, Practice Management Coach, Bekhor Management

Moderator

- Kavita V. Bhagat, Family Law Solutions; PLA Director

This session will contain a total of

1 Substantive Hour

toward the Law Society of Ontario – Continuing Professional Development requirements (CPDs).



**WEDNESDAY,
MAY 31, 2023**



4:30 PM - 5:30 PM



ONLINE WITH ZOOM

REGISTRATION FEE

(prices include HST)

PLA MEMBER - \$50.00

NON-MEMBER - \$75.00

REGISTER HERE

*Registration will close at
12:00 PM on May 31, 2023.*

Registration and Cancellation Policy:

- Registration is limited to Lawyers, Articling Students and LPP Candidates.
- A registration form must be completed in full, for each person attending.
- You are not registered until your payment is received.
- No refunds will be issued unless 48 hours written notice is provided prior to the event.