



Legal Marketing 201

Why, How and What to Watch out For

1:00 – 4:00 p.m.

June 27, 2017

Alabama State Bar Annual Meeting

Coastal Ballroom A – Hilton Sandestin Beach Golf Resort & Spa

or

Via Live Webinar

1:00 – 2:00 p.m.

Legal Marketing — The Big Picture.

- *Cooper Shattuck, Cartography Consulting, Tuscaloosa*

This session will provide an overview of legal marketing, including why lawyers should do some form of marketing, what they should be communicating in doing so, and how they should go about planning a marketing strategy.

2:00 – 3:00 p.m.

Legal Marketing — The Weeds and the Roundup

- *Moderator – Erin Owen, Cartography Consulting, Tuscaloosa*
- *Cooper Shattuck, Cartography Consulting Tuscaloosa*
- *Mark Moody, Office of General Counsel, Alabama State Bar*
- *Tripp Vickers, Office of General Counsel, Ethics Division, Alabama State Bar*

Learn about specific tools, methods, and media for lawyer marketing (websites, social media, email, personal contacts, direct mail, advertising, etc.) and the rules governing each method, tool, and media as they are presented. This session is interactive, so have your questions ready.

3:00 – 4:00 p.m.

Now a Word From Our Sponsor.

- *Moderator – Cooper Shattuck, Cartography Consulting Tuscaloosa*
- *Mark Moody, Office of General Counsel, Alabama State Bar*
- *Tripp Vickers, Office of General Counsel, Ethics Division, Alabama State Bar*

The representatives of the two divisions of the Office of General Counsel will discuss current topics and trends involving lawyer marketing and advertising, including proposed changes by ABA to the applicable rules; current trends and issues involving lawyer marketing from a professional conduct perspective, both in-state and out-of-state and other topics and issues from a professional conduct standpoint not addressed in Hour 2, followed by a Q & A session.

Lawyer University – Marketing 201

Sponsored by the Lawyer University Task Force and the Alabama State Bar Practice Management Assistance Program

Wednesday, June 27

1:00 p.m. – 4:00 p.m.



Cooper Shattuck

Principal, Cartography Consulting & Principal, Cooper Shattuck, LLC

Cooper Shattuck has practiced law for almost 30 years. From managing a growing, successful mid-size firm and his own diverse practice, to General Counsel of the State's largest employer, Cooper has gained valuable experience in managing processes, communications, strategic planning, marketing, and crisis communications. Cooper heard from lawyers of all types of practices how frustrated they were with management issues, the marketing process, and marketing agencies. So, he started Cartography Consulting, with a focus on lawyers and law firms.



Erin Owen

Marketing Director & Project Manager, Cartography Consulting

Erin Owen has worked with lawyers and law firms for over a decade. Beginning as a runner in high school for a small law firm, she quickly realized that working with lawyers was something she enjoyed. Erin continued working for lawyers in various capacities while she attended the University of Alabama and obtained a bachelor's degree in Communications with concentrations in public relations and marketing. She then had the opportunity to work for the state's largest employer and higher education institution in a role where she utilized her public relations and marketing background while still working for... you guessed it... lawyers. Cartography offers her the perfect outlet to do what she has always done best and serve lawyers in a way that serves themselves.



Mark Moody

Assistant General Counsel, Office of General Counsel, Alabama State Bar

From the time of his hiring in 2012 until 2017, Mark provided thousands of ethics opinions to Alabama attorneys on how to properly navigate the Alabama Rules of Professional Conduct and Disciplinary Procedure. Currently, Mark represents the Bar in all types of disciplinary matters from initial complaint reviews to matters appealed to the Supreme Court of Alabama. In this capacity, Mark represents the Bar in formal disciplinary hearings multiple times each year. Mark also serves as the liaison prosecutor for the Unauthorized Practice of Law Committee, and, as a graduate of Leadership Forum in 2013, also serves on its selection committee.

as well as several other task forces, committees, and sections. Mark regularly presents Ethics CLE presentations throughout Alabama each year and was a panelist on the prosecution of the Unauthorized Practice of Law at the American Bar Association's 2015 UPL Conference where his comments were later featured by BNA/Bloomberg. More recently, Mark served as a panelist at the 2017 ABA Legal Malpractice Conference in Boston. Lastly, Mark was recently invited and is honored to serve on the ABA's Center for Professional Responsibility CLE Committee as well as the Ethics and Professional Responsibility Committee for the Litigation Section of the ABA.



John E. Vickers III ("Tripp") joined the Office of General Counsel as Assistant General Counsel in 2013, and has served as Ethics Counsel since 2017. As Ethics Counsel he provides informal ethics advice and opinions, and speaks to state and local bar associations on ethics topics. Prior to joining the Office of General Counsel Vickers practiced at Sasser, Sefton & Brown in Montgomery, Alabama. While in private practice he represented clients in a variety of civil matters, with an emphasis on employment law, regulatory compliance, and creditors' rights.