

REGISTRATION

DIGITAL MARKETING – GROWING YOUR OWN PRACTICE

LIVE WEBINAR – Wednesday 12 May: 11am-12pm, Your Computer

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Books are available in **Hard Copy** AND/OR **PDF**. Please indicate your choice.

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REGISTER & PAY ONLINE www.lawyerseducation.co.nz

DATE & LOCATION

LIVE WEBINAR 12 May 11am-12pm Your Computer

WEBINAR REGISTRATIONS CLOSE 3pm Tuesday 11 May

PLEASE NOTE: To ensure you receive your hard copy book in **advance** of the webinar you must **register at least 10 working days** before the webinar date.



To participate in the webinar you will need:

- A broadband connection
- Headphones to plug into your computer or external speakers
- Up to date operating system and web browser – see: <https://bit.ly/2BMEaeF> for more information
- For help, contact cle@lawyerseducation.co.nz or 0800 333 111

REGISTER

ONLINE AT: www.lawyerseducation.co.nz

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*BOOK

Books are available in Hard Copy, PDF or Both. Please indicate your choice on the registration form overleaf.

- **Hard Copy**
Your book will be posted to you prior to the webinar.
- **PDF**
You will be emailed a PDF copy of the book 3 working days before the event.
- **Both Hard Copy & PDF**
You will be emailed a PDF copy of the book 3 working days before the event and the hard copy will be posted to you prior to the webinar (see above).

CANCELLATION AND REFUND POLICY

You may cancel your registration **eight** working days in advance of an event, and you will receive a refund less a **25%** administration fee. If you cancel less than **eight** working days in advance of the event, no refund is payable. If you are unable to attend, you may transfer your registration to another person. If you wish to do so you must advise CLE in writing of the change. NZLS CLE Ltd reserves the right to close registrations, and, cancel or reschedule an event as necessary. Where an event is cancelled by CLE, a full refund is payable.



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1
CPD hour

WEBINAR DIGITAL MARKETING – GROWING YOUR OWN PRACTICE

May 2021

IN THIS WEBINAR

- *Strategies to engage and communicate with your existing and potential clients online to grow your practice*
- *How to increase your online visibility and enhance your digital footprint*

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YOUR TRUSTED CPD PARTNER

DIGITAL MARKETING – GROWING YOUR OWN PRACTICE

How clients research and become aware of your service usually starts online. This webinar will provide an introduction to the foundation stones of digital marketing specifically relevant to lawyers and their clients in 2021.

OUTLINE

Digital business transformation has taken on a new importance as COVID-19 pandemic lockdowns impacted how we work and engage with clients. Understanding your legal practice's digital footprint is essential for both connecting and communicating with clients.

This webinar is designed to help you understand and enhance your digital footprint and then tailor your own digital marketing plan.

Topics covered will include:

- Digital marketing and the customer value journey
- Search engine optimisation, backlinks and keywords
- Content, digital advertising and social media
- Email marketing to communicate and connect.

LEARNING OBJECTIVES

After this webinar you will:

- Have an increased understanding of how to improve your digital footprint.
- Be more aware of digital marketing strategies that can be easily executed to engage and communicate with clients.

WHO SHOULD ATTEND

All practitioners and legal executives who wish to better understand the continually evolving digital marketplace.

MATERIALS

A background book written by the presenter is available in hard copy, PDF, or both. Please indicate your choice upon registration.

FEE (Incl GST)

\$115 NZLS members/associates; \$145 non-members.

FORMAT

Via the internet, you will see and hear the presenter, see the PowerPoint slides and be able to type in questions.

- You will be emailed a link to the webinar one week in advance, and receive a reminder the day before.
- You will be able to submit questions in advance.

On the day

- 10 minutes before the start time, click your link to join the webinar – ensure your sound is turned on.
- Phone 0800 333 111 for help.

CPD – Attendance at the live webinar

- You will be emailed a certificate of attendance after the webinar for CPD verification.
- You can watch the presentation again, as many times as you wish for no additional cost.

Registration but non-attendance on the day

- Under the CPD Scheme only those who attend a live webinar are eligible to claim CPD hours. You can still however watch the archived recording.

PRESENTER



Mathew Collins, Managing Director, DigitalxMarketing, Wellington

Mathew has over 25 years of experience working with companies/firms looking to grow their business and improve their marketing. He is a certified Digital Marketing Strategist and Marketing Automation Specialist. Mathew has used digital marketing strategies to help businesses go through a process of digital transformation and to change how they connect and communicate with clients online.