

Insights: Events

Building My Brand: Balancing Ethical and Practical Considerations

American Bar Association Tort Trial & Insurance Practice Section (TIPS) 2016 Section Conference

Wednesday, May 11, 2016-

Sunday, May 15, 2016

American Bar Association Tort Trial & Insurance Practice Section (TIPS) 2016 Section Conference

"Building My Brand: Balancing Ethical and Practical Considerations," Panelist, American Bar Association Tort Trial & Insurance Practice Section (TIPS) 2016 Section Conference, May 2016.

The traditional law firm model is evolving to meet the challenges of client needs within the increasingly competitive market for legal services. This panel will discuss how young lawyers can build a practice and develop their brand both internally and directly with clients. This panel will also explore some of the practical and ethical issues that may be faced in brand building, such as when using social media, writing articles, and presenting to industry groups.

For more information and to register, please click [here](#).

Event Details

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Insurance Practice Section (TIPS) 2016
Section Conference

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Related People



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