

Using Metrics and Analytics for Ethical Solo and Small Firm Marketing

Featuring William D. Slease Disciplinary Board of the New Mexico Supreme Court, and DJ Heckes, EXHIB-IT!

1.0 EP



M e t r i c s

Monday, December 16, 2019 • 3 p.m. – 4 p.m.
State Bar Center, Albuquerque

Member Appreciation Series: Special Pricing for Section Members

\$39 Audit/Non-member not seeking CLE credit

\$33 Solo and Small Firm Section members

\$49.50 Live Fee

\$55 Webcast Fee

Co-sponsor: Solo and Small Firm Section

Creating a marketing plan is only half of the battle. This one-hour program offers key insights and tools to better analyze your successes and failures in marketing, when to keep a marketing plan in action and when to change course, all while ensuring your marketing practices align with ethical standards.

2:30 p.m. Registration and Refreshments

3 p.m. Program

4 p.m. **Adjournment, Reception and Annual Meeting of Solo and Small Firm Section Members**

Four Ways to Register:

Online: www.nmbar.org **Fax:** 505-797-6071, 24-hour access **Phone:** 505-797-6020

Mail: Center for Legal Education, PO Box 92860, Albuquerque, NM 87199

Name _____ NMBAR# _____

Phone _____ Fax _____

Email _____

Payment

Total Cost \$ _____ *Payment by credit and debit card will incur a 3% service charge.

☐ Check or P.O. # _____ (Payable to *Center for Legal Education*)

☐ VISA ☐ MC ☐ American Express ☐ Discover

Name on card if different from above: _____

Credit Card # _____

Exp. Date _____ Billing ZIP Code _____

Authorized Signature _____

CLE Cancellations & Refunds: We understand that plans change. If you find you can no longer attend a program, please contact the CLE Department. We are happy to assist you by transferring your registration to a colleague or applying your payment toward a future CLE event. A full refund will be given to registrants who cancel two or more business days before the program date. A 3 percent processing fee will be withheld from a refund for credit and debit card payments. Cancellation requests received within one business day of the program will not be eligible for a refund, but the fees may be applied to a future CLE program offered in the same compliance year.