Attorney Advertising

Total: **55 Minutes**

Speakers:
Cari Sheehan

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This seminar will go through attorney advertising in relation to print ads, television, and social media. If your law firm's marketing platform does not include social media you may be missing out on a whole stream of untapped clientele. Do not fall behind the curve. Join to learn more about advertising.

All topics below concern ethics under The Model Rules of Professional Conduct. Topics include:

- **Ethics** - STATISTICS (10 min.)
- **Ethics** - ADVERTISING & SOCIAL MEDIA (5 min.)
- **Ethics** - USE CONTROL FEATURES/DISCLAIMERS (10 min.)
- **Ethics** - CONFIDENTIALITY (15 min.)
- **Ethics** - COMPARISONS (9 min.)
- **Ethics** - WHAT ABOUT 3RD PARTY PAID MARKETING? (6 min.)

Total: 55 minutes

Speaker

Cari Sheehan is an Assistant Clinical Professor of Business Law & Ethics at the IU Kelley School of Business – Indianapolis where she currently teaches Commercial Law and Business

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Ethics. Additionally, Ms. Sheehan is an Adjunct Professor at the Robert H. McKinney School of Law where she has taught courses in Appellate Practice and Procedure, Torts, and Professional Responsibility. In practice, Ms. Sheehan is a conflict/ethics attorney at Scopelitis Garvin Light Hanson & Feary advising on ethical issues. Ms. Sheehan is a well-respected seminar and continuing legal education speaker covering a range of ethical issues across various platforms both locally and on a national level. Similarly, Ms. Sheehan authors a business ethics column in conjunction with the Hamilton County Business Journal about the benefits and pitfalls of business ethics.

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