

CPA/Law Society

Presents:

Social Media for the Law and Accounting Professional

Technology is fundamentally changing the way we make choices.



Social media is emerging as an innovative way to enhance communications, expedite the sharing of knowledge, improve personal productivity, recruit qualified team members, efficiently promote your services, and measure the ROI of your firms marketing activities.

Additionally, we will cover the opportunities to consult with your client base on legal ramifications of social media as well as cost savings of implementing social tools for marketing.



facebook

We will present tools to implement, evaluate and improve all aspects of your firms' social media activities.

Topics covered: ■ What is Social Media and Web 2.0 ■ Social Networking Platform Sites for the Legal and Accounting Professional ■ Develop Your Social Media Strategy ■ Consult with your client base to protect them from issues resulting from social media ■ Consult with your client base to provide cost savings through improved efficiencies ■ The Future of Social Media ■ Benefits ■ Challenges

Speakers:



Vicky Rathje established In The Know Resources, a small business development and collaboration organization, to provide opportunities to make connections, build community and create growth. After working with hundreds of businesses as the leader of an entrepreneur group in Ventura County, Vicky saw a need for business owners to find others in the community, across various industries to support personal and professional goals. By collaborating with area schools, In The Know helps facilitate internship connections, providing businesses with inexpensive resources and students with opportunities to build their resume. As we go through a revolutionary shift in the way we make choices, Vicky saw the need to provide resources to better understand how to leverage the opportunities and avoid the pitfalls of social media.



Danny Preslar earned a Bachelor's degree in Economics and Spanish from Vanderbilt University. He is currently pursuing a degree in Graphic Design at Brooks Institute in Ventura. Danny recognized the power of social media when it was in its earliest stages. Through the creation and maintenance of special interest groups on Facebook and regular engagement with members online, Danny's teams successfully promoted events throughout the US and businesses in Madrid. He is currently the Head of Social Media for Pi Design in Camarillo, and works regularly with In The Know Resources, helping small business owners to understand the intricacies of this powerful media.

Friday, April 30, 2010

Noon - 1:30 PM @ The Pierpont Inn, Ventura

Lunch Choices: (1) Grilled Loin of Pork (2) Mandarin Ginger Chicken Salad; or (3) Vegetarian Sandwich

The cost is \$35 for members of the CPA/Law Society; \$45 non-members; \$30 students; \$25 student-members. Price Includes Lunch, Coffee/Tea, Dessert and MCLE/CPE credit. Please make your reservations and lunch selection by calling Barbara at Doug Kulper's office (805) 659-6800, or please e-mail Doug Kulper at dkulper@fcoplaw.com, before April 28, 2010. All reservations are considered "firm" on April 28 (at 5 pm); we will bill late cancellations and "no shows."
