



SLR Marketing Summit

Agenda - **DRAFT**

October 20, 2022 \* 12:00 PM ET

The Logan Hotel \* Boardroom

- I. Call to Order
- II. Welcome and Introductions
- III. SLR Overview Presentation
- IV. SLR Internal Marketing Strategies - -- *How can SLR members better market SLR internally throughout their firm?*
- V. SLR External Marketing
  - a. Website
  - b. Social Media Strategy
  - c. SLR Member Badge
  - d. External Client Newsletters
  - e. Client Outreach
  - f. Other ideas
- VI. Marketing Trends and Best Practices in the Legal Field – Open Discussion
- VII. New/Other Business
- VIII. Adjournment