

COURSE PLANNERS



Louisa T. Chen, Esq.
LCL WEB SOLUTIONS, LLC, PLYMOUTH MEETING



Justine M. Kasznica, Esq.
SAUL EWING LLP, PITTSBURGH



Julia H. Lee, Esq.
LCL WEB SOLUTIONS, LLC, PLYMOUTH MEETING

FACULTY

Stephen S. Bloomberg, Esq.
POST & SCHELL, P.C., PITTSBURGH

Jennifer E. Canfield, Esq.
MONTGOMERY, MCCrackEN, WALKER & RHOADS, LLP, PHILADELPHIA

Elizabeth F. Collura, Esq.
CLARK HILL PLC, PITTSBURGH

Emily H. Edmunds, Esq.
SAUL EWING LLP, HARRISBURG

Susan L. Gogniat
SAUL EWING LLP, PITTSBURGH

David K. Insko, Esq.
KLINE & SPECTER PC, PHILADELPHIA

Jeremy D. Mishkin, Esq.
MONTGOMERY, MCCrackEN, WALKER & RHOADS, LLP, PHILADELPHIA

Terri Imbarlina Patak, Esq.
DICKIE, MCCAMEY & CHILCOTE P.C.
PITTSBURGH

Lori Kessler Shemtob, Esq.
SHEMTOB LAW, P.C., BLUE BELL

Andrew D. Taylor, Esq.
SHEMTOB LAW, P.C., BLUE BELL

Brian W. Waerig, Esq.
SUSANIN, WIDMAN & BRENNAN, P.C.
WAYNE

Catherine E. Walters, Esq.
SAUL EWING LLP, HARRISBURG

Matthew T. Wilkov, Esq.
RUBIN, GLICKMAN, STEINBERG & GIFFORD
P.C., COLMAR

why PBI?

WE MAKE LEARNING FRIENDLY.

At PBI's three conference centers in Philadelphia, Pittsburgh and Mechanicsburg, you can experience customer-friendly CLE in an environment built for just that. Our fixed locations, complete with bookstores and smiling, knowledgeable PBI staff, make us the preeminent destination for legal learning.

PBI 50
50 YEARS OF EXCELLENCE IN CLE

PENNSYLVANIA BAR INSTITUTE
Continuing Education Arm of the Pennsylvania Bar Association
5080 Ritter Road, Mechanicsburg PA 17055-6903



Allegheny County
Bar Association

NONPROFIT ORG.
U.S. POSTAGE
PAID
Pennsylvania Bar
Institute

3
CLE

This program has been approved by the Pennsylvania Continuing Legal Education Board for 2 hours of CLE credit in substantive law and 1 hour of ethics. Ethics information has been integrated throughout this program. To receive 1 hour of ethics credit, you must attend the entire course.

USING SOCIAL MEDIA IN YOUR LAW PRACTICE

MON., AUG. 17 • PHILADELPHIA | THU., AUG. 27 • PITTSBURGH | MON., SEPT. 21 • MECHANICSBURG, LIVE WEBCAST & SIMULCAST

PBI 50
50 YEARS OF EXCELLENCE IN CLE

USING SOCIAL MEDIA IN YOUR LAW PRACTICE



Philadelphia | Mon., Aug. 17, 2015

Pittsburgh | Thu., Aug. 27, 2015

Mechanicsburg | Mon., Sept. 21, 2015

Live Webcast | Mon., Sept. 21, 2015

Go to catalog.pbi.org to register.

Simulcast | Mon., Sept. 21, 2015

Chambersburg, Erie, Greensburg, Lebanon
New Castle, Norristown, Plymouth Meeting
State College, York

1:00 PM TO 4:15 PM; CHECK-IN AND LUNCH BEGIN AT 12:30 PM

2 SUBSTANTIVE/1 INTEGRATED ETHICS

REGISTER TODAY!
800-932-4637 | WWW.PBI.ORG

USING SOCIAL MEDIA IN YOUR LAW PRACTICE

USE SOCIAL MEDIA TO MARKET YOURSELF AND YOUR LAW FIRM ETHICALLY

- ▶ Explore popular social media networking websites
- ▶ Understand how to use social media to ethically market yourself and your firm
- ▶ Explore the intersection of social media, advertising, and Pennsylvania's Rules of Professional Conduct
- ▶ Hear about the latest in the law of blogging, defamation and invasion of privacy
- ▶ Consider liability issues when posting information online

UNDERSTAND THE ROLE OF SOCIAL MEDIA IN LITIGATION

- ▶ Hear from litigators in different practice areas about social media and discovery tactics
- ▶ Get the latest court opinions about discoverability of social media profiles
- ▶ Learn about ethics issues when advising clients about their social media profiles
- ▶ Consider evidentiary issues created by social media

SOCIAL MEDIA POLICIES AND EMPLOYMENT ISSUES FOR LAW FIRMS AND LAWYERS

- ▶ Design a reasonable usage policy for your firm
- ▶ Get NLRB guidance on acceptable and unacceptable social media policies
- ▶ Consider 1st Amendment issues and social media in the workplace
- ▶ Learn about social media in hiring, litigation and discrimination concerns

PHILADELPHIA AND MECHANICSBURG PROGRAMS

- 1:00 PM – 1:45 PM** Use social media to market yourself and your law firm ethically
- 1:45 PM – 2:25 PM** Social media policies and employment issues for law firms and lawyers
- 2:25 PM – 2:40 PM** Break
- 2:40 PM – 3:40 PM** Understand the role of social media in litigation
- 3:40 PM – 4:15 PM** Blogging, defamation and invasion of privacy

PITTSBURGH PROGRAM

- 1:00 PM – 1:45 PM** Social media and ethics
- 1:45 PM – 2:45 PM** Social media policies and employment issues
- 2:45 PM – 3:00 PM** Break
- 3:00 PM – 3:45 PM** Social media and litigation
- 3:45 PM – 4:15 PM** Social media and the 1st Amendment; defamation, privacy concerns

DATES AND LOCATIONS

1:00 PM TO 4:15 PM; CHECK-IN AND LUNCH BEGIN AT 12:30 PM

Philadelphia
Mon., Aug. 17, 2015
 The CLE Conference Ctr.
 Wanamaker Building
 10 Fl., Ste. 1010

Pittsburgh
Thu., Aug. 27, 2015
 PBI Professional
 Development Conf. Ctr.
 Heinz 57 Center
 339 Sixth Ave., 7th Fl.

Mechanicsburg
Mon., Sept. 21, 2015
 PBI Conference Center
 5080 Ritter Rd.
 Rossmoyne Exit, Rt. 15

Simulcast | Mon., Sept. 21, 2015

Chambersburg
 Franklin Co. Bar Assn.
 100 Lincoln Way East

Erie
 Erie County Bar Assn.
 302 W. Ninth Street

Greensburg
 Westmoreland Co. Bar
 Assn., 129 N. PA Ave.

Lebanon
 Lebanon Co. Bar Assn.
 547 S. Tenth St.

New Castle
 Penn State Coop. Ext.
 of Lawrence Co.
 Lawrence Co. Cthse.
 430 Court St., 3rd Fl.

Norristown
 Montgomery Bar Assn.
 100 W. Airy St.

Plymouth Meeting
 LaSalle University
 Montgomery Co. Ctr.
 4000 Chemical Rd.

State College
 Days Inn - Penn State
 240 S. Pugh St.
 Madison Room

York
 York College of PA
 Grantley Hall

Registration Policy: Pre-registered customers will receive priority on the distribution of course materials. Walk-in registrations will be accepted on a space-available basis; register in advance to avoid our \$25 walk-in fee. Please check www.pbi.org or call (800) 247-4724 to confirm space is available and the schedule has not changed.

Registration Transfers: Requests for transfers will be honored if they are received before the course date.

Services for Persons with Disabilities: If you require special arrangements, please contact Customer Service at (800) 932-4637 at least ten days before the course date.

Speaker Substitutions: PBI reserves the right to substitute speakers at all programs.

PBI Scholarships: PBI offers substantially reduced tuition for most PBI seminars to allow attorneys experiencing financial hardship to fulfill their mandatory education requirement. For details and an application, contact Scholarship Administrator at scholarships@pbi.org or (800) 932-4637, ext. 2284 at least 30 days before the program. (Scholarships are not available for Online CLE.)

Legal Services/ Public Interest Lawyers: PBI will provide a complete waiver of tuition fees for the first 12 hours of CLE taken to satisfy the Pennsylvania mandatory CLE requirement in any calendar year for all attorneys employed on a full-time basis by Pennsylvania civil or criminal Section 501(c)(3) legal services or public interest organizations. For additional courses (over and above the first 12 hours), eligible attorneys may enroll at 50 percent of the highest member fee. This waiver applies only to attorneys in Section 501(c)(3) organizations that provide legal services at no or de minimus fee to individual members of the public.

Registration Confirmation: To receive a confirmation, please be sure to include your email address on the registration form.

Weather Related Cancellations: Check www.pbi.org or call (800)-932-4637 ext. 2205.

USING SOCIAL MEDIA IN YOUR LAW PRACTICE

9014
 ae-6/10/15

DATES & LOCATIONS

- Philadelphia | Mon., Aug. 17, 2015
- Pittsburgh | Thu., Aug. 27, 2015
- Mechanicsburg | Mon., Sept. 21, 2015
- Simulcast | Mon., Sept. 21, 2015

Location: _____

TUITION (INCLUDES COURSE BOOK AND LUNCH)

- \$229 Members — Pa., or any co. bar assn.
- \$209 Members admitted after 1/1/11
- \$249 Nonmembers
- \$99 Paralegals attending with an atty.
- \$115 Judges and judicial law clerks
- \$105 Judges and judicial law clerks admitted after 1/1/11

WEBCAST Go to catalog.pbi.org for webcast tuition and to register. Online tuition differs from live course tuition.

BOOK & AUDIO CD AVAILABLE

- Course Book 2015-9014 \$49 plus \$8.00 S&H & \$3.42 tax (\$60.42)
- Audio CD ACD-9014 \$39 plus \$8.00 S&H & \$2.82 tax (\$49.82)
- Audio CD & Book Set ACDS-9014 \$79 plus \$8.00 S&H & \$5.22 tax (\$92.22)

If you are ordering course materials separately, please allow two weeks after the first program for the shipment of books and 4 to 6 weeks for shipment of the CDs and book/CD sets.

Name _____ Atty. # _____

Firm _____

Address _____

City _____ State _____ Zip _____

Email (required for confirmation) _____

Phone () - - Fax () - -

I have enclosed a coupon in the amount of \$ _____

for my 1st 2nd 3rd 4th 5th seminar.

A check made payable to PBI for \$ _____ is enclosed.

Charge my American Express MasterCard Visa Discover

Card # _____ Exp. Date _____

Signature _____

 **MAIL**
 PBI
 5080 Ritter Rd.
 Mechanicsburg, PA
 17055-6903

 **FAX**
 717-796-2348

 **PHONE**
 717-796-0804
 800-247-4724
 800-932-4637

▶ www.pbi.org

REGISTER TODAY!
 800-932-4637 | WWW.PBI.ORG

LIVE WEBCAST | SEPTEMBER 21, 2015

Go to catalog.pbi.org to register.