



Marketing Turnaround Services in Challenging Times

Wednesday, January 23, 2013

The University Club

Chicago

Amid all the buzz of social media as a marketing platform, have you often wondered how this tool could be applied in the turnaround profession—or considered the risks such marketing tools might pose? This program will provide restructuring professionals with the tools to market effectively while recognizing and avoiding legal and ethical traps that can damage their reputation and, in the worst case, put one at risk of legal sanctions. Afterwards, plan to join attendees at The Gage for some in-person TMA social networking.



1:30 - 2:30 p.m.

Intersection of Marketing,
Networking, and
Business Development

Internationally recognized management consultant Susan R. Sneider, founder of New Vistas Consulting, will speak on the subtle and profound differences plus the critical intersection between the three key components of rainmaking success: marketing, networking and business development. She will provide participants with a framework from which to develop both individual and group marketing and business development plans.

The well-known author of the American Bar Association's bestseller, *A Lawyer's Guide to Networking*, Ms. Sneider is an experienced general counsel, marketing and business executive and educator.



2:30 - 3:15 p.m.

Using Social Media

Catherine Sanders Reach, Director of Law Practice Management and Technology at the Chicago Bar Association, will present on how to make the best of use of social media platforms such as LinkedIn and Twitter. Ms. Reach has helped legal professionals navigate new technology, including social media, for more than 10 years.

She will discuss the platform strengths and weaknesses for reaching specific audiences, how to build your personal brand and establish yourself as an expert, and tips and tricks to maximizing participation while minimizing time commitment.



3:30 - 4:30 p.m.

Marketing Ethically

Panelists the Hon. Timothy A. Barnes (U.S. Bankruptcy Court, Northern District of Illinois), Daniel P. Wikel (Managing Director, Huron Consulting Group), and Aaron L. Hammer (Partner, Sugar Felsenthal Grais & Hammer LLP) will identify the ethical landscape, rule-based boundaries, and moral hazards faced by attorneys and other turnaround professionals in the new marketing order. The discussion among this mixed panel—a sitting bankruptcy judge, a restructuring and turnaround professional, and a commercial bankruptcy attorney—will include practical advice on breaking through the “content clutter” of web and social media marketing to enhance one's brand and pursue business opportunities without running afoul of the legal and ethical obligations and of public perception. The panel will also highlight practical and technical issues of engagement retention in light of firm or individual capabilities, measurement metrics, and post engagement disclosure.



5:00 p.m.

Networking Reception
The Gage

24 South Michigan Avenue