Film and the Law Series: *The Rainmaker*
Wed., May 7, 2014  | Screenland Armour Theatre  | 8:00am – 5:00 pm
Hours: Missouri 9.0 includes 6.3 ethics / Kansas pending
Fee: $150 half day / $275 full day

**SEMINAR SCHEDULE**

- **8:00 am**  | Registration and Refreshments
- **8:30 am**  | A short history of legal marketing – Bates to the present
- **9:00 am**  | Don’t cross the line: What is considered “false and misleading?” (Rule 7.1)
- **10:10 am** | Break
- **10:25 am** | Take me out to the ballgame - Ethical rules of networking, client entertainment and referrals – where and how to do it comfortably and ethically (Rules 7.2-7.3)
- **11:15 am** | Social networking and on-line marketing (Rules 7.1-7.4)
- **11:30 am** | Enhancing your reputation – speaking and writing (rules 7.1-7.3)
- **11:45 am** | Referral fees (rules 1.5, 5.4 and 7.2)
- **11:55 am** | Best practices in client service (Rules 1.2, 1.3, 1.4, and 1.5.)
- **12:15 pm** | Lunch break included in fee
- **12:45 pm** | *The Rainmaker* (1997) – Attendee must stay for the panel discussion to receive credit for watching the film

Ethical and legal conflicts that confront an idealistic young lawyer and his cynical partner when they take on a powerful law firm representing a corrupt insurance company.

- **3:15 pm**  | Panel Discussion: A panel of experts will discuss the following issues as demonstrated in the film, The Rainmaker, and examine the ethical rules governing solicitation, unlicensed practice of law, fee sharing and leaving a law firm to start your own practice.
- **3:30 pm**  | Roy Ginsburg, J.D., panel moderator
- **3:35 pm**  | Panelists: Sara Rittman, Rittman Law LLC - Dean Barbara Glesner Fines, UMKC School of Law - Jennifer Gill Bacon, Polsinelli

- **5:00 pm**  | Adjourn

**SPEAKER:**

Roy Ginsburg is a lawyer coach who works with attorneys across the country to help them achieve practice goals and career satisfaction. Like the people he coaches, Roy is a lawyer. He has practiced for more than 30 years – in law firms large to small and as in-house counsel. As a currently active solo with a part-time practice in legal marketing ethics (with Thomson Reuters as a client) and employment law, Roy is completely familiar with the challenges working lawyers face every day. Roy is a skilled, popular and accredited CLE speaker who regularly presents programs nationwide – on business development, client service and career management – to bar association and law firm audiences.

*Electronic course materials will be sent to pre-registrants prior to the event. Walk in registrants will receive the link to the material on-line.*