A Five Star Review: Navigating the Pros and Cons of Crowdsourced Media for Your Clients and Firm

Developed with the KCMBA Media Law Committee and the University

Thursday, May 4, 2017 • 4:00 – 5:45 PM
InterContinental Hotel at the Plaza
Credit: Missouri – 2.0 / Kansas – 2.0
Cost: KCMBA Member – $70 / Non-Member – $110

DESCRIPTION

Online users are increasingly turning to social media platforms, such as Yelp, to lash out at businesses for poor service – or for taking controversial positions. Law firms, too, are often on the receiving end of punishing reviews, which can impact future business. To add insult to injury, algorithms often push bad reviews to the top of web pages for all to see. This panel of legal and public relations experts will consider the impact and legal implications of negative reviews. Issues to be discussed include:

● What legal advice should be given to business clients – including law firms - who have received damaging reviews?
● What ethical constraints apply with respect to an attorney’s or firm’s use of social media?
● How may a target of a damaging review best mitigate exposure and effectively respond to online criticism?
● Does the First Amendment always protect the reviewer and the content provider?

SCHEDULE

3:45 PM Check-in
4:00 PM Program
5:45 PM Adjourn

SPEAKERS

Richard Callow, Public Eye
Erin Evans, Consumer and Marketing Practices
Karen R. Glickstein, Polsinelli PC
Richard Morefield, Morefield Speicher Bachman LLC.
James Rosenfeld, Davis Wright Tremaine LLP
Moderator: Amanda Zimmerman, Jackson Walker

*Course materials will be provided in electronic format only and are accessible with your laptop, tablet or other mobile device during the event. Final course materials will be sent via email when size permits and posted prior to the event at kcmba.org.

Parking will be validated at the event. **On-site registrations are welcome; however, seating and/or meals cannot be guaranteed unless you pre-register.
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KCMB A Conference Center

4 WAYS TO PRE-REGISTER:
1. Online at www.KCMBA.org
2. Mail completed registration form with payment to KCMB A, Two Pershing Sq., 2300 Main St., Suite 100, Kansas City, MO 64108
3. Fax 816-474-0103
4. Phone 816-474-4322

REGISTRATION: 17_408

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