

From: South Carolina Bar <kphillips@scbar.org>  
To: Pisarik, HollyHollyPisarik@gov.sc.gov  
Date: 6/21/2016 4:06:54 PM  
Subject: 2016 LPM-TECH Conference: \*\*\* CONFERENCE HIGHLIGHTS \*\*\*

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## A Law Practice Management & Technology Event

### About the Conference...

The Law Practice Management & Technology Conference (LPM-TECH), sponsored by the Solo & Small Firm Section of the Bar, is on FRIDAY, SEPTEMBER 16, at the beautiful Columbia Metropolitan Convention Center in the heart of the Capital City.

LPM-TECH is a CLE, conference, and section meeting in one, with a full day of exhibits, educational sessions, networking and prize drawings. A full breakfast and lunch is included with registration. Members of the Solo & Small Firm Section can register at a discount. If you aren't a member yet, you can join now and take advantage of the discount. Contact Emily Worley at eworley@scbar.org for more information.

Visit the conference website [HERE!](#)

### Conference Highlight TECHNOLOGY Track

Moderator: Jeremy Thompson

Online Marketing Bootcamp  
Gyi Tsakalakis

Solid Strategy and Tactical Timing Technology for Client Development  
Catherine Sanders Reach

Cloud Real Estate: Choosing a Safe Home for Your Data (ethics)  
Chelsey Lambert

## Meet One of the Speakers: Gyi Tsakalakis

Gyi Tsakalakis helps lawyers earn meaningful attention online. He founded [AttorneySync](#) to provide online legal marketing support to lawyers across the country. As a recovering lawyer, Gyi is familiar with the unique aspects of ethically and effectively marketing a law practice. He is a regular contributor to Lawyerist, Attorney At Work and Avvo's Lawyernomics blog.

Gyi (pronounced Gee, with a hard "G") is a contributor to the annual Moz local search ranking factors survey and is regularly invited to teach lawyers about online legal marketing. [AttorneySync](#) operates under the principal that most legal marketing doesn't work, but AttorneySync helps lawyers develop web content that their target audience wants to find. They market that content in a way that motivates people to engage, share, link to and further publicize online. This process improves clients visibility in search results and elsewhere on the web. [AttorneySync's](#) clients have come to trust us to deliver meaningful results.

Gyi will be speaking alone in the [Online Marketing Bootcamp](#) portion of one of the technology tracks. Catherine Sanders Reach of the Chicago Bar Association, will join Gyi for one of the plenary sessions: [Extreme Makeover: Law Firm Website Edition](#). This session promises to be both fun and practical. You don't want to miss the last session of the day: [Amazing Apps, Practical Practice Pointers, Terrific Tech Tips & Wonderful Websites](#).

[More Speaker Bios.](#)

## Conference Registration is now OPEN!

Member login required

***[Download the registration form HERE](#)***

## Hotel Reservations

**[Book your room now](#)** at the Hilton Columbia Center!

A block of rooms has been reserved for the conference. Reservations must be made by August 26 to guarantee availability. If the room block is full, the room rate may be higher or rooms may not be available.

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