



## Business Law Section – January Meeting

Meeting Called By: Matthew Macklin, Section Chair

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**Date:** Wednesday, January 18<sup>th</sup>

**Time:** 12:00 PM to 1:15 PM

**Topic:** *What Does Your Online Reputation Say About Your Firm?*

**CLE Credit:** **1.00 Other CLE Credit – Office Management – A/V Approval #1235256**

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### Agenda

**12:00 PM** Introduction: Matthew Macklin, Chair

**12:10 PM** Presentation: “What Does Your Online Reputation Say About Your Firm?” by Dan Dawsey, Law Firm Marketing Strategist of Thomson Reuters

This presentation will cover:

- Law firm marketing
- Website design
- Online reputation for lawyers
- Branding and more

**1:15 PM** Adjourn

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## **Speaker Biography**

Daniel Dawsey is a Law Firm Marketing Strategist at Thomson Reuters. He exclusively assists attorneys and law firms in Western Washington in growing their practice via online and offline business development strategies.

Simply put, his goal is to help his clients reach their goals. Some firms are just looking for a simple online presence, so they make the most of existing referrals, others are looking to be contacted by the most potential new clients as possible to be able to pick and choose the best cases. Daniel offers solutions for any practice area and for almost any budget. Sometimes, he will just introduce two firms that could mutually benefit. Whether starting a firm or expanding the referral network of a 100-year-old firm, he has brought and implemented innovative ideas to accomplish those goals.

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