

Spotlight Seminar!

Managing & Protecting Your Online Reputation

***No Cost Spotlight Seminar Presented by:
Barley Snyder***



Wednesday, October 3, 2018 / 7:30 am – 9:00 am

at Cork Factory Hotel

480 New Holland Avenue #3000, Lancaster, PA 17602

Keystone Chapter

Seminar Description:

It only takes one nasty online review to erase years of hard work, dedication and exemplary customer service. With the internet as the top way to search for a business and its abilities, every business in every industry needs to closely monitor its online reputation. This presentation addresses the different ways companies can keep an eye on what is being said online about them, how to handle negative reviews and how to foster a welcoming online culture. Discover the various legal remedies a company can consider to protect its reputation.

Benefits of the Seminar:

- Learn strategic methods for building, managing and defending your online reputation
- Understand the importance of protecting your online reputation
- Gain knowledge to monitor online and social media discussions and seek reviews
- Discover legal remedies to persistent, unwarranted online harassment of a business

FREE to Attend!

Sponsored by:

Barley Snyder
ATTORNEYS AT LAW

Who Should Attend:

President/CEOs, marketing department, webmasters, information officers, public relations directors and communications professionals should attend.

>>> Registration information on page 2

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Instructors:

Maria Di Stravolo Elliott is a Barley Snyder partner and chair of the firm's Real Estate, Municipal and Environmental group and is chair of the firm's Construction group. Her practice focuses on both real estate and construction transactions.

Josh Knapp is a partner in Barley Snyder's Litigation group, leads the firm's Injunction group and is a member of the Construction Law group. Josh is a trial lawyer who actively litigates matters in state and federal court.

Registration Information:

Preferred registration date: September 26, 2018

Included with the seminar: a light breakfast and various course materials.

Spotlight Seminar! -- FREE TO ATTEND! – Members and Non-Members

Registration is required

Sponsored by: Barley Snyder

Firm Name: _____ Phone: _____

Authorized By/Job Title: _____ Email: _____

Participant Name: _____ email: _____

Title: _____

Participant Name: _____ email: _____

Title: _____

TOTAL PARTICIPANTS: _____

Call Jo Ann at 717.653.8106 / FX: 717.653.6431 / Email: joann@abckeystone.org / Register at www.abckeystone.org