

Marketing Strategies that Really Work for ADR Practitioners Business Basics of Successful Practices



Enrich your Practice. Learn from leaders who have excelled in their ADR Careers for many years. | August 28, 12:00pm – 1:30pm Online | 3 CEE Points

There are five simple marketing activities that have proven the most effective. In this webinar, we'll discuss exactly what those activities are, why to do them, and how to do them, so that you can best position yourself to be the sought-after mediator or arbitrator.

This isn't a course on the theory of marketing and entrepreneurship - it's an actionable, step-by-step guided session on exactly what you need to do to make your practice successful.

This webinar is part of ADRIO's sixth-annual Aspiring ADR Practitioner's Week – a full week of programs, activities, and resources designed for the up-and-coming wave of dispute resolution leaders.

Learn from the Founder of Marketing Resolution and the Author of, "The Essential Guide to Marketing Your ADR Practice," Natalie J. Armstrong-Motin.

Registration

*Special Reduced Pricing for ADRIO's
Aspiring ADR Practitioners Week*

*Includes access to the live session,
webinar materials, plus recording link
for on-demand streaming.*

ADRIO Member, \$45

ADRIC Affiliate Member, \$55

Non-Member, \$75



Natalie J. Armstrong-Motin is a frequently invited to speak around the globe on the successful marketing strategies of the resolution and legal industry. As a consultant to many of the premier providers in the ADR industry, Mrs. Armstrong-Motin and her company, Marketing Resolution, have designed and developed hundreds of business development plans and marketing strategies for private practices, firms, educational institutions, authors, organizations, and associations around the world.

Mrs. Armstrong-Motin has received certificates in both Mediation and Arbitration from the Institute of Conflict Management and International Mediation from both Tulane University School of Law and Humboldt University School of Law in Berlin Germany.

She was Vice President of the Southern California Mediation Association and Chair of the Membership Committee, a member of the Board of the London Club, and has served on the Board of the California Dispute Resolution Council. For the American Bar Association's Dispute Resolution Section she served as Vice-Chair of Practice Development Committee, as the Co-Chair of the Standing Committee for Practice, Business and Skills Development, and is currently a Vice-Chair on the Marketing Committee.

Register: www.adr-ontario.ca/MarketingADR2024