

WEBINAR: LINKEDIN FOR LAWYERS: ELEVATING YOUR PROFESSIONAL PROFILE

TUESDAY 3 DECEMBER 2024 – 10:00 – 11:30

Webinar details:	The platform is Zoom and can be viewed on a mobile, tablet, laptop or PC. The link to join will be emailed to you nearer the time. It would be helpful to download Zoom on to your device beforehand - the app is Zoom Cloud Meetings. Please note that it may not be possible to access your video and microphone if you are remote accessing your office computer - you may want to forward the link.
Cost:	£35 – Member and Associate Members of BDLS/Trainee Solicitor £55 – Non-Member of BDLS
Booking Reference:	616
CPD:	1
SRA Competence:	B SRA Statement of solicitor competence Solicitors Regulation Authority

Many legal professionals harbour a fear of posting on LinkedIn due to concerns about potential repercussions. However, in 2024, being active on LinkedIn is increasingly essential for staying relevant, competitive and winning the best work. Welcome to “LinkedIn for Lawyers: Elevating your Professional Profile” a course which has been specially designed with lawyers in mind taking into account our reservations and offering practical guidance, expert advice, and hand-on exercises designed to build confidence and competence.

It is not all selfies and smiles – as lawyers we have a wealth of incredible information that LinkedIn users crave to know. In this course you’ll be shown how to cast away fear and doubt and become a successful and popular voice on the platform by sharing your everyday expertise.

Join your mentor Amy Cousineau Massey as she takes you on a comprehensive journey that begins with how to get started and finishes by showing you how to win clients on repeat. From optimising your profile to crafting compelling content, dealing with trolls and more. This course will empower you to navigate LinkedIn’s features with confidence and finesse!

Speaker Profile:

Amy Cousineau Massey is a qualified solicitor and BDLS member. Without a significant following and in need of client work, Amy turned to LinkedIn in January 2022. Since that time, she has built a solid presence on the platform which drives consistent and lucrative client instructions. It is Amy’s mission to share her knowledge of the platform and ultimately get more legal professionals finding their voice on the platform



Please book online at:

<https://www.bournemouthlaw.com/bournemouth-district-law-society-lectures>

Course Notes: For environmental reasons, BDLS will no longer be providing printed course notes at lectures. Lecture notes will be emailed to delegates in advance for either printing or accessing via their laptop or alternative device on the day.

Payment for lectures: Please be aware that payment must be received at the office **before** the lecture takes place. Course bookings will only be confirmed upon payment. All payments are to be paid by BACS. No refunds within 7 days of the course.