



# PRACTICE MANAGEMENT

ADVISORY SERVICE

## Practice 360° Newsletter

March 2021

### Calendar

#### Networking

Join us for Networking on Zoom following each Lunch and Learn session.

*(See schedule on the right.)*

#### COVID-19 Resources

[Coping During COVID-19: You Are Not Alone](#) (D.C. Bar, Lawyer Assistance Program)

[COVID-19 and Well-Being](#) (D.C. Bar, Lawyer Assistance Program)

[Well-Being Tips for Working at Home](#) (D.C. Bar, Lawyer Assistance Program)

[Bracing for the Unexpected: Disaster Preparedness for Lawyers](#) (D.C. Bar, Practice Management Advisory Service)

### Lunch and Learn

Due to the pandemic, key Bar services, including PMAS programs, are currently only available online via videoconference.

All Lunch and Learn programs begin at Noon.

Register for any or all at [lunchandlearn@dcbars.org](mailto:lunchandlearn@dcbars.org)

#### March 4, 2021

*Advanced Referral Marketing: Tactics & Strategies to Consistently Increase Leads to your Firm*, presented by Maddy Martin of [Smith.ai](#)

[Register](#)

#### March 25, 2021

*The Wonders of Microsoft Teams for Collaboration with Ease*, presented by Catherine Sanders Reach of the [Center for Practice Management at the North Carolina Bar Association](#)

[Register](#)

Read more at **Small Firm Lunch and Learn Series**

All programs begin at Noon. You may attend by Zoom video conference. Register for any or all [here](#).

[Quick Start Guide to Launching a Firm During the Pandemic](#) (D.C. Bar, Practice Management Advisory Service)

[New Law Firm Quick Start Technology Guide](#) (D.C. Bar, Practice Management Advisory Service)

[Working Remotely During the Pandemic: A Guide to Bar Member Benefits](#) (D.C. Bar, Practice Management Advisory Service)

[Legal Ethics in the Age of Coronavirus](#) (D.C. Bar, Legal Ethics Program)

[Link to other D.C. Bar Covid-19 Resources](#)

## PMAS Events

### March 2021

**March 4** – Lunch and Learn: *Advanced Referral Marketing/ Tactics & Strategies to Consistently Increase Leads to your Firm*

**March 6** – One-day, Saturday, session of Basic Training & Beyond

**March 10** – Day 1 of Basic Training & Beyond

**March 17** – Day 2 of Basic Training & Beyond

**March 25** – Lunch and Learn: *The Wonders of Microsoft Teams for Collaboration with Ease*

## Ethics

Here is new ethics guidance on **Conflict of Interest Issues**

The *Lunch and Learn Series* is [here](#). New programs are added regularly. Recordings and materials from recent programs are [here](#). If you have an idea for a program, let us know at: [lunchandlearn@dcbbar.org](mailto:lunchandlearn@dcbbar.org).

And if you missed *Innovative Marketing in the Covid-19 Era* with Sharon Nelson and John Simek; *Building Resilience During Challenging Times* with Niki Irish; *How to Market Your Firm in Challenging Times* with Mary Ellen Hickman; *A Day in the Life of a Litigation Attorney* with Margeaux Thomas; *Affordable Tools, Tech, and Talent to Run a Small Law Firm Remotely* with Maddy Martin; *Overcoming the Crisis: How to Retool your Marketing to Stay Connected and Relevant* with Mary Ellen Hickman; *Running on Empty: Burnout in the Legal Profession* with Niki Irish; *Clearing Clutter, Tuning in to Time, Space & Mind* with Niki Irish & Tracy Huang; Mary Ellen Hickman on *Help, I Have No Time for Marketing, Security for Lawyers Working Remotely, or Conducting Video Depositions Using Zoom*, here are the [recordings and materials](#).

## Basic Training & Beyond

Here is how to start, grow and manage a law firm in a large, urban market during a pandemic. Our monthly [Basic Training & Beyond](#), is set for March 10 and 17 (9:15 a.m. – 4:30 p.m.) A one-day version of this two-day program is set for Saturday, March 6, 2021 from 8:30 a.m. – 5:00 p.m. We will meet by Zoom videoconference. [Register here](#).

This program has been presented 270 times for more than 3,900 lawyers over the last twelve years and many have launched and are operating small law firms. We keep in touch with many small firms and what we learn informs the content for this program.

## PMAS Links and Free Downloads

**Related to Witnesses, Legal Ethics Opinion 380 and Responding to Third-Party Subpoenas, Legal Ethics Opinion 381.**

## **Other Events**

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

## **From the Desks of Dan and Rochelle**



### **The Impact of the Pandemic on Solo Firms**

[Clio](#) has great, one-of-a-kind data on law firms from its unique position of harvesting information from the real-time operations of firms and from its client surveys. It recently published a report on the impact of the pandemic on solo firms – [Legal Trends for Solo Law Firms](#). This and other Clio legal trend reports are a must read for anyone growing and managing a law firm. Find out how some solos have actually grown during the pandemic. You will see how beneficial electronic payment, client portals and good intake and CRM can be for your firm.

-- Dan

### **2021 Practice 360°**

Save the Date! Join us on July 15, 2021 for our 7<sup>th</sup> annual, *Practice 360° | A Day for Lawyers & Law Firms* presented by the D.C. Bar Practice Management Advisory Service. This is a *free* and virtual, member-only, event. Don't miss this opportunity to discover innovative

practice management strategies and earn up to 3.0 CLE credits. You will hear from experienced industry leaders and practicing attorneys on topics covering law firm innovation, ethics, wellness, and marketing. We look forward to delivering quality content to help you improve the way you work and provide legal services to the community. [Click here](#) for more information on the event and [here](#) to view last year's program guide.

-- Rochelle

**Dan & Rochelle**

Daniel M. Mills| Practice Management Advisor| 202.780.2762  
Rochelle D. Washington| Practice Management Advisor| 202.780.2764  
Practice Management Advisory Service  
District of Columbia Bar  
901 Fourth Street, NW  
Washington, DC 20001

[pmas@dcbar.org](mailto:pmas@dcbar.org)  
[www.dcbar.org/pmas](http://www.dcbar.org/pmas)

## 7th Annual Practice 360° - JULY 15, 2021



D.C. Bar Practice Management Advisory Service | 202-737-4700  
[Unsubscribe](#)

