



Tuesday, March 26, 2019

Registration: 12:00 p.m. • Program: 12:30 p.m. – 1:30 p.m.

Speaker:

Corey F. Van Houten, Esq.

OneDigital Health and Benefits, Inc.

How to Effectively Sell Legal Services in Today's Competitive Market

The complex service selling in today's legal marketplace is as competitive as ever. Complicating the sale, is the fact that today's consumers are the most educated consumers in history. As such, no longer is relationship selling the most effective method of getting business. Rather, studies show that a new, much more effective method exists. This new method is being utilized in businesses across the country – lawyers and firms must adapt in order to remain competitive in today's legal market.

–No CLE Offered for This Meeting–

OCBA Offices
 4101 Westerly Place
 Newport Beach, CA 92660
(Complimentary Parking)

Seating is limited, and lunch may not be available for purchase on the day of the meeting. Registration is not confirmed until payment is received. The OCBA is not responsible for lost, misdirected or delayed mail. Registration may not be transferrable; Certain conditions apply. Cancellations must be received in writing via fax or e-mail 3 business days prior to the meeting date to receive a refund. OCBA reserves the right to substitute speakers. Non-Attorney guests may attend with a registered attorney at equal rate. Persons with Disabilities: If special arrangements are required for attendance, please contact the OCBA at least 10 days prior to the event.

Register by fax, mail or online at www.ocbar.org

OCBA Entertainment, Sports, & Marketing Section Meeting – March 26, 2019

Meeting Price – Day of Event, Add \$10	Includes Lunch	Vegetarian Meal <input checked="" type="checkbox"/>	No Lunch
OCBA ESM Section Member	<input type="checkbox"/> \$25	<input type="checkbox"/>	<input type="checkbox"/> -0-
OCBA Attorney (Non-Section Member)	<input type="checkbox"/> \$50	<input type="checkbox"/>	<input type="checkbox"/> \$25
Non-OCBA Member Attorney	<input type="checkbox"/> \$60	<input type="checkbox"/>	<input type="checkbox"/> \$35

Name (*print*): _____ Email: _____

By providing your email address, you agree to allow the OCBA to email you regarding relevant OCBA information.

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