

## Client Development and Client Maintenance: Thriving in the New Normal

A joint webinar hosted by Kentucky Defense Counsel, North Carolina Association of Defense Attorneys, South Carolina Defense Trial Attorneys Association, Tennessee Defense Lawyers Association, Virginia Association of Defense Attorney, and Defense Trial Counsel of West Virginia . This webinar is free for members.

**Wednesday, February 24, 2021—Noon Eastern; 11 a.m. Central**

### Client Development and Client Maintenance: Thriving in the New Normal

The skill (and need) of attracting and keeping clients hasn't stopped with a pandemic.

In this fast-paced one-hour webinar, ADTA member Mike H. Bassett hosts a panel discussion with some of the legal industry's best and brightest members. From harnessing social media to maintaining constant client "touch points" to helping you craft a brand and on-line presence, this webinar will have something for everyone.

Whether your law degree is freshly minted or whether you remember what it was like to practice law before e-mail (yikes!), this webinar will give you tools for your tool box that you can start using immediately.

We look forward to you joining us for a webinar to help kick off a great 2021 . Registration free or low-cost for members of respective state associations. CLE Credit approved as allowed by state.

#### Moderator:

##### Michael H. Bassett

The Bassett Law Firm  
Dallas, TX



Michael H. Bassett is senior partner at The Bassett Firm in Dallas. He has been representing truck drivers and trucking company for over 32 years and is a frequent speaker on handling trucking cases. A member of DRI, Mr. Bassett also belongs to the American Bar Association (Litigation Section), Dallas Bar Association, American Trucking Association, Texas Association of Defense Counsel, International Association of Defense Counsel, Association of Defense Trial Attorneys, and American Transportation Lawyers Association.

#### Our Speakers:

##### Matthew H. Brandabur

HeplerBroom, LLC  
Chicago, IL



Matthew H. Brandabur focuses his practice on the litigation of professional and general liability cases. Prior to joining HeplerBroom, he practiced in the North-west Indiana office of a Chicago civil defense litigation firm.

##### Evelyn Fletcher Davis

Hawkins Parnell & Young  
Atlanta, GA



Evelyn Fletcher Davis is a senior partner in the Atlanta office of Hawkins Parnell & Young. She serves as the firm's marketing chair and is a leader of the 90+ attorney national toxic tort and environmental litigation group. She also handles transportation claims for the world's largest package delivery company and is Hawkins Parnell's relationship partner to numerous insurance carriers. Evelyn has represented 70+ corporations in litigation and is the current national coordinating counsel to four industry-leading companies. Evelyn is the Vice President and on the Board of Directors of the ADTA; she also previously chaired the Diversity Committee, Social Media Committee, and was on the Finance and Long Range Planning Committee.

##### Alexandra Davis

Davis Legal Media  
Raleigh, NC



Alexandra Davis is a North-Carolina attorney and writer. In 2018, she founded Davis Legal Media, a company specializing in helping attorneys connect with potential clients and referral sources, establish authority in their practice areas, and build thought leadership platforms. She has helped lawyers throughout the country by ghostwriting authoritative articles, white papers, and e-books; crafting and launching social media marketing plans; developing websites and blogs that capture their unique brands; and consulting on best practices for creating ethical, professional branded content. Before launching Davis Legal Media, she worked as a commercial litigation attorney at a boutique law firm in Raleigh, North Carolina. Her writing has been featured in *Above the Law*, *Attorney at Work*, *the Lawyerist*, *the ABA Journal*, *Legal Business World*, *Legal Tech News*, and many more.

REGISTER VIA YOUR HOME STATE: [KDC](#), [TDLA](#), [NCADA](#), [SCDTAA](#), [VADA](#), [DTCWV](#)