

Going Green In Your Law Firm - It's Just Good \$ense!

Corporate America is becoming heavily committed to "Going Green", one of the fastest developing trends in the U.S. As law firm clients make this major move, they are expecting their vendor partners to take an active role in supporting their efforts. However, few law firms really understand "Going Green", it's implications and how to include their efforts as part of their marketing program.

This presentation addresses the critical questions you need to be asking -

- What is Going Green and what's the big deal?
- Why is it important to the legal industry & to my firm?
- What are other firms doing or planning?
- What can our firm do?
- How can we get our vendors involved?
- How can we relay the message to our clients?

This PowerPoint presentation will provide a better understanding of this emerging trend. You will take away suggestions for programs you can begin implementing immediately in the firm. The program has been presented to the Baker Donnelson paralegal group, ALA Tennessee State-Wide Educational Conference, ALA South Carolina Chapter, ALA Raleigh Chapter, ALA St. Louis chapter, and the ALA Orlando Chapter.