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## **Pannone Lopes Devereaux & West Partner Brian J. Lamoureux to inform local business leaders on emerging issues in social media at PBN Summit ‘e-Marketing & Technology’**

Providence, RI (February 14, 2012) - Pannone Lopes Devereaux & West LLC (PLDW) Partner Brian J. Lamoureux will be a featured speaker at the Providence Business News’ (PBN) Summit on e-Marketing & Technology, to be held Tuesday, February 28, 2012 at the Providence Marriott.

As a leading authority on the emerging legal issues of social media use in marketing and business strategies, Attorney Lamoureux will participate in both panel discussions and provide attendees with a comprehensive understanding of the most common and consequential legal pitfalls that can result from the improper use of social media in businesses of all sizes, and share best practices on utilizing social media in marketing communications in order to protect their organizations from legal action.

The ‘Customer Focused e-Communications’ panel will be held from 8:00 to 9:30 a.m. and the ‘Online Marketing Strategies’ panel will be held from 9:45 to 11:00 a.m. PBN Editor Mark Murphy will moderate both panels and host a question and answer session with the audience following the panel discussion. Hundreds of local business leaders are expected to attend the Summit and learn about the evolving digital world, and what businesses need to know to keep up with the latest opportunities and best practices. Joining Mr. Lamoureux for the robust discussion is Chris Ciunci, CEO, TribalVision; Robert Fleming, CEO, National e-Marketing Association; Corissa St. Laurent, Constant Contact; Gina DiSpirito, Gladworks; and Beth Eckel, SVP, The Washington Trust Company.

Mr. Lamoureux is an accomplished business litigator in the areas of labor and employment law, social media law, creditors’ rights, surety law, construction law, telecommunications zoning, structured settlement transfers, and student loan bankruptcy matters. He is sought-after speaker and a published author and commentator on the use and abuse of social media in the workplace. His workshops are

informative on the most recent case law around this subject matter and provide practical tips for employers and other professionals. Mr. Lamoureux was recently named to the Providence Business News Class of 2011 40 Under Forty, having distinguished himself, at a young age, in the practice of law and as a community leader.

Small and large business owners, human resource managers and marketing professionals who want to learn more about the new frontier of social media and how to effectively use it, and what mistakes to avoid, are encouraged to attend. For more information about the Summit or to register to attend, visit [www.pbn.com](http://www.pbn.com).

To learn more about the topic of 'social media in the workplace' and to view a video featuring Mr. Lamoureux or read his essays, please visit [www.pldw.com](http://www.pldw.com) or log onto the firm's YouTube Channel at [PLDW-YouTube](http://PLDW-YouTube). To reach Mr. Lamoureux, please call 401-824-5100 or email [bjl@pldw.com](mailto:bjl@pldw.com). For further information about PLDW, please contact David Sweet, PLDW Director of Administration, at 401-824-5100 or visit [www.pldw.com](http://www.pldw.com).

### **About Pannone Lopes Devereaux & West LLC**

The attorneys and staff at Pannone Lopes Devereaux & West LLC (PLDW) are committed to developing practical and cost-effective solutions while also being supportive of the community in a meaningful way. With offices in Rhode Island, Connecticut, Massachusetts, New York and Florida, PLDW has developed a business model that combines international expertise with a more cost-effective delivery system that involves cross training of lawyers and a more practical approach to problem solving. The primary areas of practice for the firm include administrative, corporate and municipal law, civil litigation, government relations, real estate and commercial lending and estate planning and special masterships. The partners demand of themselves and those on the PLDW team, an unparalleled sense of urgency and responsiveness, which is derived from an authentic appreciation for their clients and the community in which they serve. For more information, visit [www.pldw.com](http://www.pldw.com).