



counselors at law

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Brian J. Lamoureux, Pannone Lopes Devereaux & West Partner, Offers Social Media Insights at Environmental Business Council Program

"Incorporating Social Media into Your Marketing Plan" Offered May 21st in Providence

Providence, RI (May 15, 2013) - Pannone Lopes Devereaux & West LLC (PLDW) Partner Brian J. Lamoureux will join a panel of social media practitioners at an Environmental Business Council (EBC) program on social media marketing.

"Incorporating Social Media into Your Marketing Plan - An Introduction to Connecting, Tweeting, Friending and Blogging," will be presented on May 21st, from 7:30 a.m. to noon in downtown Providence. For more information visit <http://www.ebcne.org/>.

This EBC Rhode Island Chapter program will take a look at how Rhode Island businesses, including those in the environmental arena, are integrating social media into their marketing mix. Speakers will address the reasons for incorporating social media into a marketing plan, discuss issues surrounding the development of corporate social media policies, and offer tips for creating personal social media marketing plans. Speakers will also discuss the leading social media platforms, including LinkedIn, Twitter and Facebook, as well as blogging.

Attorney Lamoureux, a widely recognized national legal voice on the use of social media in businesses, colleges and schools, will discuss social media policies, best practices, and the current case law regarding the use of social media in the workplace and in marketing.

Attorney Lamoureux has conducted numerous seminars on the emerging legal issues of social media and the law. He is a published author and commentator on the use and abuse of social media in education and the workplace. His presentations and workshops incorporate the latest information from case law on social media use and provide practical tips for employers, educators, business leaders and other professionals. He has presented nationally to Fortune 150+ executives and thousands of business, marketing, educators and human resource executives in and beyond the local market.

Mr. Lamoureux is an accomplished business litigator in the areas of employment law, social media law, creditors' rights, surety law, construction law, student loan bankruptcy matters, and is qualified to serve as a receiver in Rhode Island Superior Court. He was named to the Providence Business News Class of 2011 *40 Under Forty*, having distinguished himself in the practice of law and as a community leader.

To learn more about the topic of 'social media in the workplace', view a video featuring Mr. Lamoureux or read his essays, please visit www.pldw.com or log onto the firm's YouTube Channel at PLDWLLC - YouTube. To reach Mr. Lamoureux, please call 401-824-5100, email 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.

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, employment, 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.