



**2004 Substantive Law Conference  
Los Angeles, CA**

---

**Marketing**

The National Legal Aid & Defender Association does marketing for the Substantive Law Conference in several different ways. **We ask you to join us in actively marketing this year's conference.**

**Word of Mouth:** This is one of the most important marketing tools. From past participants to track trainers to NLADA staff, spreading the word about this conference each year helps us recruit participants.

**Save the Date Announcement:** In early February, NLADA mailed a "Save the Date" announcement card to our civil mailing list. In past years the Save the Date announcement has been in the form of a reminder e-mail.

**NLADA Web site:** NLADA continues to post the most up-to-date information we have regarding the conference on our Web site. We encourage the participants to check the site for the registration brochure, updates on tracks, scheduling, the final agenda, etc. We encourage Track Leaders and faculty to add a link on your Web site to NLADA's Web site [www.nlada.org/Training/Train\\_Civil/Train\\_Civil\\_Substantive](http://www.nlada.org/Training/Train_Civil/Train_Civil_Substantive).

**Registration Brochure:** The brochure continues to be the key marketing piece NLADA uses to spread the word about the Substantive Law Conference. This year's brochure contains conference goals, a tentative agenda, workshop session descriptions, track descriptions, logistical information (including housing and meal options, airline discounts and local travel information), and other pertinent information (cancellation policy, continuing legal education credit information, etc.). The brochure will be mailed in March. **NLADA has ordered extra brochures for track leaders and faculty who would like to distribute them. Please call Cynthia Works (202/452-0620 x220) with the number of brochures you would like NLADA to mail to you.** For an electronic copy, please visit [http://www.nlada.org/Training/Train\\_Civil/Train\\_Civil\\_Substantive](http://www.nlada.org/Training/Train_Civil/Train_Civil_Substantive).

**Blast Fax:** When registration has been low, close to key deadlines, NLADA has sent out a two-page blast fax. This fax is sent to all our civil program members. The fax includes a page of general conference information, including themes and goal as well as logistical information; the second page is a registration form.