



My Grand Brand Workplan

Branding & Building a
Neutral's Practice

FEATURING:

Lou Chang, Esq.

Mediation & Arbitration

After working for 30 years as a traditional civil, commercial and construction counselor, advocate and litigator, Lou Chang rebranded his professional practice to serve nearly exclusively as a neutral mediator, arbitrator, investigator, hearing officer and facilitator. Lou Chang is interested in finding, helping and developing a next generation of professional neutral practitioners. Lou will share his thoughts and experience with using network and internet marketing strategies in building a professional practice as a neutral.

Tue.
APRIL 9
11:30AM-1PM

**HSBA
Conference Room
Suite 1000
1100 Alakea St
Honolulu, HI**

Let's discuss the unique branding and network marketing challenges and strategies for building a practice as an independent and neutral mediator, arbitrator, fact-finder, investigator, ombuds or facilitator.

The program is designed for the young professional, entrepreneur or experienced professional or retiree looking for opportunities to pursue and build a practice as a professional neutral.

Light refreshments will be provided.

REGISTER ONLINE:

<https://bit.ly/2GUK6nA>

ORGANIZER:

CO-SPONSORS:



Hawaii State Bar Association - ADR Section
Spark M. Matsunaga Institute for Peace and Conflict Resolution
State of Hawaii Judiciary Center for Alternative Dispute Resolution
The Mediation Center of the Pacific