



November 2019 News with Edge - PR during holidays, Quiz: Is your firm future-ready, Overlooking potential when hiring

- [Welcome to News with Edge!](#)
- [Make a List and Check It Twice](#)
- [Did You Know...?](#)
- [Industry Stories and News](#)
- [Upcoming Events](#)
- [Connect With Us](#)

Welcome to News with Edge!



The Edge Team is back on mainland after an exhilarating and productive trip across the pond for ILTACON Europe. We had the opportunity to meet with long-time colleagues and clients face-to-face and took the first steps on some exciting new adventures too.

With Thanksgiving next week, and Hanukkah and Christmas just five short weeks away, it is even more important to be mindful of how we are maximizing our time and resources. In this month's article, Vicki LaBrosse, Global Director of Public Relations for Edge,

shares tips on how to get the best results during this challenging time of year.

As always, please contact us if you would like to talk about getting the most out of your PR and Marketing efforts during the holidays and all year round.

[Amy L. Juers, MBA](#)

Founder and CEO

Edge Marketing, Inc.

Make a List and Check It Twice



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Tips to Make Your PR Sparkle During the Holidays

Ah the holidays... the most wonderful time of the year! How do PR professionals make it the most wonderful time to maximize PR opportunities? Here are some tips to keep in mind to capitalize on the last weeks of the year.

[Click for the full article.](#)

About the Author

Vicki LaBrosse, director of global public relations, Edge Marketing, has more than 17 years of marketing and communications experience in both the legal and accounting industries. She works with clients to develop and execute comprehensive PR and marketing strategies that will help grow their business.



Did You Know...?

According to the [Cision 2019 State of the Media Report](#), 75% of journalists say fewer than a quarter of the pitches they receive are relevant or useful.

Industry Stories and News

Check out the latest top stories and industry news!

[Microsoft Unveils New Information Governance Tools as Regulatory Demands Grow - Legaltech News](#)

[Quiz: The future is here; is your firm ready? - Accounting Today](#)

[Keno Koze and ALA Bring Technology Training to Legal Industry - Legal IT Professionals](#)

[You May Be Overlooking Potential Top Performers When Hiring - CPA Practice Advisor](#)

[QuisLex General Counsel on Outsourcing Legal Work - Corporate Counsel](#)

Upcoming Events

Check out these upcoming industry events!

E-Discovery Day - December 4, 2019, Learning and networking events and webcasts

Digital CPA - December 9-11, 2019, Seattle, WA

Winning is Everything - January 21-23, 2020, Las Vegas, NV

Legalweek New York 2020 - February 3-6, 2020, New York, NY

CLOC - May 12-14, 2020, Las Vegas, NV

AICPA Engage - June 7-11, 2020, Las Vegas, NV

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