



August 2020

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Welcome to News with Edge!

As you can see in the Events section of this newsletter, many of our industries' most-attended events have been either cancelled or have pivoted to a virtual option.

At Edge, we are in the throes of implementing strategic plans and tactics for our clients to achieve the best ROI for virtual conferences. In this month's article, Vicki LaBrosse shares four tips for maximizing public relations efforts at virtual events.



When you have a moment, can you cast your vote for the **Daily Business Review's Best of 2020 Survey?** If you agree that Edge strategically conveys our clients' stories,

please vote for us in question #42.

Reach out to me today if you want to put our award-winning team to work for you!



Amy L. Juers, MBA

Founder and CEO, Edge Marketing, Inc.



When the Show Can't Go On

Four Tips to Maximize PR at Virtual Events

The planning, coordination and expense your company has put into live events have come to a halt. What do you do when your event, trade show or conference has made the shift from in-person to virtual hosting?



How do you plan for new product or corporate announcements, in-person networking and lead generation in a virtual environment? Most events are going virtual through 2021 and beyond. It is necessary that your company adapts and develops its PR strategy to boost brand visibility and enhance media participation. Virtual events can still give companies a chance to connect with their audiences, including journalists planning to attend the show. Consider these tips to maximize press engagement for virtual events.

[READ 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...?

Business and professional online events increased 1,100% in April compared to April of last year, [according to Eventbrite](#).



Industry Stories & News

Check out the latest top stories & industry news!

Legaltech News -

Data Can't Help Clients Decide Between ALSPs and Law Firms

AccountingWEB - 4 Tips for a Successful Technology Rollout for Your Firm Post COVID-19

Law Journal Newsletters - Legal Tech: The Intersection of E-Discovery and Cybersecurity: You've Come a Long Way, Baby

CPA Practice Advisor -

Apps We Love August 2020: At-Home Education Apps

Insightful Accountant - Seven ways to make bookkeeping a profit center in your accounting firm



Upcoming Events & COVID-19 Updates

The following information is accurate as of August 20, 2020.

In light of the COVID-19 pandemic, dates and locations are subject to change.

ILTA>ON - August 24-28, 2020

Now virtual only, with new dates.

Relativity Fest - September 21-23, 2020

Virtual only

Women, Influence & Power in Law Virtual Summit - October 26-30, 2020

Now virtual only, with new dates.

Accounting & Finance Show 2020 - October 20-21, 2020

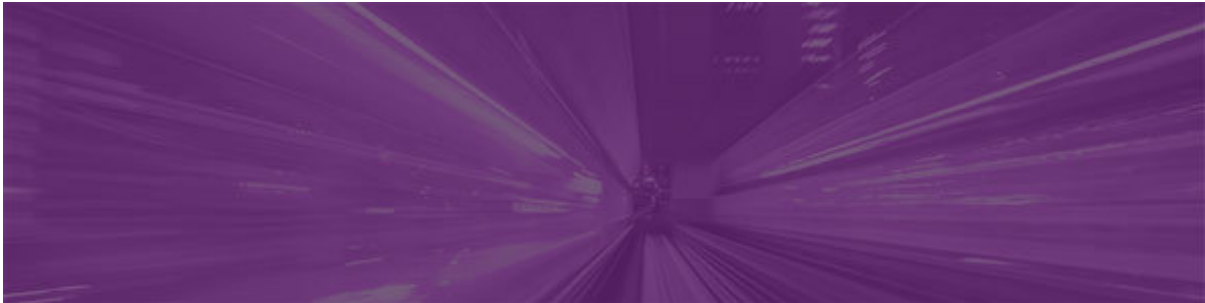
NY and LA events will both be virtual only, on this date.

QuickBooks Connect - November 4-6, 2020

Cancelled. Watch for details on planned virtual experiences.

Scaling New Heights: Rise of the Advisor - November 8-11, 2020

Orlando, FL, plus virtual attendance option.



Connect With Us

Feel free to forward this newsletter to a colleague,
and contact us with any questions or comments.



Cast your vote in

Daily Business Review's 2020 BEST OF Survey,
which runs from August 17 to September 11.

If you agree that Edge is the industry leader in
legal marketing and PR,

**please vote for Edge Legal Marketing
in question #42 (Best Public Relations Firm).**

We truly appreciate your support!

CAST YOUR VOTE

