



September 2020

- Welcome to News with Edge!
- Meeting of the Minds
- Did you know...?
- Industry Stories & News
- Upcoming Events & Updates
- Connect with us!

Welcome to News with Edge!

As we all know, in this new era of social distancing and curve-flattening, many of our industries' most-attended events have been either cancelled or have pivoted to at least include a virtual option.

There are two events this week that we're very excited about:

- I will be leading a Content Contest today, 9/22, at 1pm CT, as part of Legal Marketing Association's LMA Tech Midwest Week. The session, "Who Will Create the Best Plan to Increase Engagement?", will



encourage participants to collaborate and brainstorm on how to take brand awareness, and client acquisition and engagement to the next level.

[Click for more info, or to sign up.](#)

- I would also like to invite you to this week's webinar, "When the Show Can't Go On: Maximizing brand exposure at virtual events", on Thursday, 9/24, at 12pm EDT. In this session, Vicki LaBrosse and I will join moderator, Insightful Accountant's Gary DeHart, to offer effective, actionable advice through PR and Marketing.

[Click here for more information or to register.](#)

With many of us still working remotely, it can be easy to feel disconnected, even from our own internal teams. In this month's article, Jennifer Marsnik shares insight on the importance of internal communication, and how HR and Marketing can work together to keep everyone in the loop.

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



Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



Meeting of the Minds

HR and Marketing collaborate to

improve employee engagement

Public relations, marketing, and advertising are well-established disciplines focused on communicating specific messaging to specific external audiences at specific times. Today, more executives are realizing the importance of intentional, purposeful messaging shared within their organizations.



Getting started requires outlining the different categories of information typically shared internally, and understanding the organization's various audience segments, what types of content they most easily digest or find valuable, and the best channels to reach them.

[READ FULL ARTICLE](#)

About the Author:

As a senior consultant and account manager, Jennifer Marsnik helps Edge clients develop and implement strategic PR and marketing plans that support their overall business goals. An avid sports fan, she lives in the Twin Cities area where in pre-pandemic times she enjoyed regularly attending Twins baseball and UofM Gopher football games with her family throughout the summer and fall seasons. This year she's been playing more golf and will continue cheering on her teams from the comfort of her sofa. Skol, Vikings!





Did You Know...?

According to a recent [article](#) published by Human Resources Today, a 2020 mid-year survey conducted by Bonusly found that employee engagement topped the list of topics and trends in which HR leaders are most interested. It was also the second-most identified challenge they face, just behind retention and turnover.



Industry Stories & News

Check out the latest top stories & industry news!

Legaltech News - Even During a Pandemic, Law Firm Marketing Requires More than a Virtual Handshake

The Progressive Accountant - Survey: Remote Work Trend Will Continue

Corporate Counsel - Money Isn't Everything When Trying to Pull ALSP Talent Back In-House

CPA Practice Advisor - Projected 2021 Tax Rates

Insightful Accountant - 5 Reasons You Need a Crisis to Drive Transformation

Legal IT Insider - "Tired and Stressed" employees at root cause of most serious email data breaches



Upcoming Events & COVID-19 Updates

The following information is accurate as of September 21, 2020.

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

ACC Annual Meeting - October 12-16, 2020

Virtual only

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

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

ARMA InfoCon - October 26-30, 2020

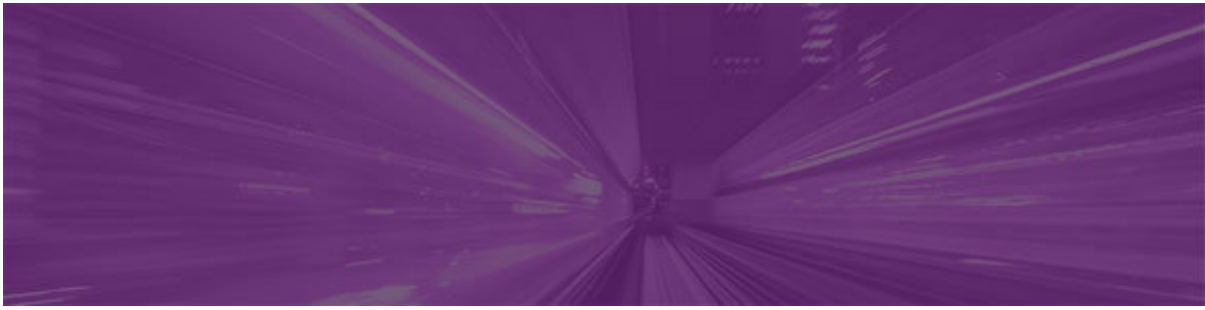
Virtual only

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

Now virtual only, with new dates.

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 enewsletter to a colleague,
and contact us with any questions or comments.

