



December 2020

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Welcome to News with Edge!

As we prepare to celebrate the holidays safely together with those in our bubble, and virtually with those near and far, we're proud to look back on all we've accomplished and overcome in 2020.

With that reflection comes the realization that our "next normal" may require us to reframe our expectations and definitions for what "success" means to each of us and our respective businesses. Jennifer Marsnik touches on a few factors to consider, in this month's article, "Redefining Success Amid the Pandemic and Beyond".



We look ahead to 2021 with a healthy smidge of strategic disquiet, but mostly with eager anticipation and hope: With the new year will come new relationships, new challenges, and new accomplishments, and we can't wait to share them with you.

Best wishes for the season,

A handwritten signature in black ink that reads "Amy Juers". The script is fluid and cursive, with a large, stylized 'A' and 'J'.

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



Redefining Success Amid the Pandemic and Beyond

Now more than ever, we are all required to take a fresh look at what really brings value to our organizations, and to redefine success. In-person events, for example, whether for one-to-one sales activities or for broader marketing initiatives, have been replaced by virtual meetings and conferences. So how do we measure the value or the success of those events?



As within-person events and all marketing strategies and activities, success depends on what you were trying to achieve in the first place.

[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...?

For further reading on redefining success, check out this three-part article series on CIOSuccess.com.



Industry Stories & News

Check out the latest top stories & industry news!

Legaltech News - Ransomware as Reminder: Back to Basics of Cyber Readiness

Corporate Counsel - 'Business as Usual Doesn't Work': Insight Big Law's Reckoning on Race

CPA Practice Advisor - 21 New Year's Financial Resolutions for 2021

Insightful Accountant - Use Automation to Optimize Your Client Onboarding Process and Drive Deeper Client Engagement for Your Firm

Law Technology Today - How to Make Your Businesses Invulnerable to Corporate Identity Theft



Upcoming Events & COVID-19 Updates

The following information is accurate as of December 16, 2020.

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

Legalweek(year) 2021 - Virtual Series 1, February 2-4, 2021

ABA TECHSHOW - March 8-12, 2021, Virtual

ARMA Houston - April 20-21, 2021, Virtual

ALA Annual Conference & Expo - April 25-28, 2021

Location TBD

AIIM Conference 2021 - April 27-29, 2021, Virtual

AICPA Engage 2021 - June 7-10, 2021

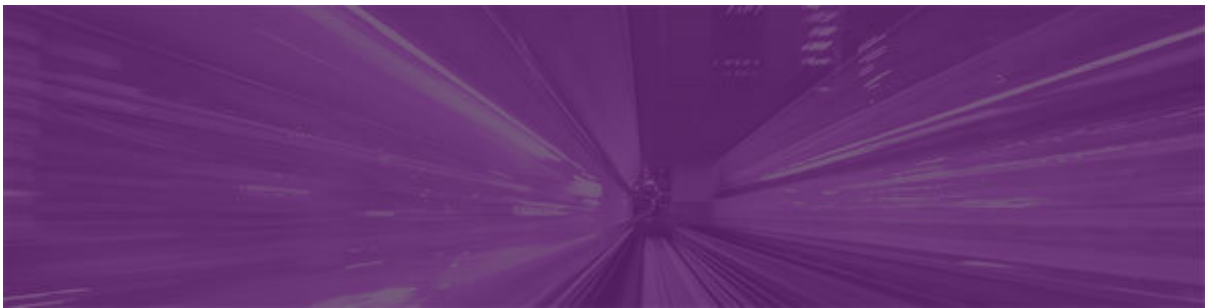
Las Vegas, NV, plus virtual option.

Scaling New Heights - June 20-23, 2021

Fort Worth, TX

British Legal Technology Forum - July 6, 2021

Old Billingsgate, London



Connect With Us

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

