



April 2024 Newsletter



Image by [Amore Seymour](#) from [Pixabay](#).

Spring has sprung, and the team at Edge is kicking off Q2 with our clients' exciting new initiatives. I am especially looking forward to a number of legal events in May: [CLOC Global Institute](#) in Las Vegas from May 6-9, and [ALA's 2024 Annual Conference & Expo](#) in Aurora, CO, from May 19-22.

In our article this month, Jennifer Marsnik details how to choose and prepare a spokesperson to represent the company in a variety of situations. A key to success for any business is ensuring its messages are consistent and accurate, and delivered in a way that instills trust in the brand.

If you would like to connect at [#CGI2024](#) or [#ALACnf24](#) to chat about how Edge can help with spokesperson selection, preparation and media training, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

A handwritten signature in black ink, reading 'Amy'.

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



Putting a Face (and a Voice) to Your Brand

Tips for preparing a spokesperson

A company's brand is among its most valuable assets. Just as we aim for consistent use of logos or taglines, maintaining control of messaging is an important component of brand management. To that end, it's helpful to establish a spokesperson for media outreach, interviews and more.

Check out this month's article to learn how to choose a spokesperson, along with a few best practices for preparing them for this crucial role.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

With Edge Marketing since 2007, Jennifer Marsnik specializes in helping clients develop and implement strategic plans that support their overall business goals.





[Above the Law](#)

How On-Demand GPT Assistants Are Shaping the Future of Law

[New York Law Journal](#)

NYSBA Adopts Recommendations to Govern Attorney Use of AI

[CLOC Global Institute](#)

May 6-9, 2024
Las Vegas, NV

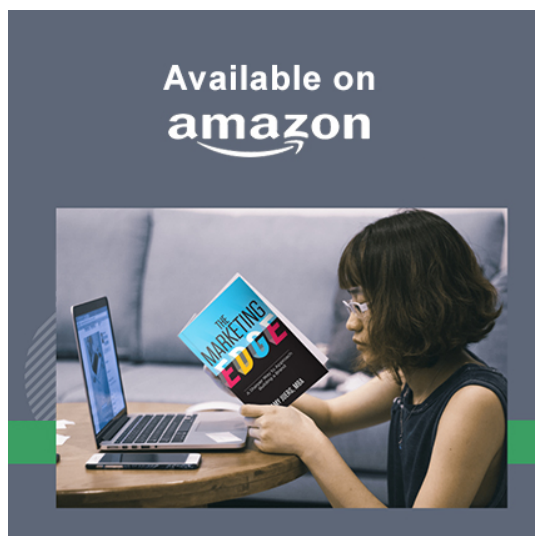
[ALA Annual Conference & Expo](#)

May 19-22, 2024
Aurora, CO

"Learn from one of the best!"

With more than 25 years of strategic marketing experience and global practice, Edge Marketing founder and CEO, Amy Juers, recently published her first book, sharing her insight and advice for driving your team and your clients to the next level.

Check out [The Marketing Edge](#), available on Amazon!



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



Edge Marketing, Inc.

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