

## July 2021 Newsletter

Welcome to our monthly newsletter!

We are all counting the days until next week's ENGAGE 2021 conference for the accounting industry, and August's ILTACON conference for the legal industry. It feels great to safely get back to in-person events, doesn't it?

This month's article, which is authored by Vicki LaBrosse, shares five best practices for media relations in a post-pandemic world.



If you'd like to chat about how Edge can help you get closer to your post-pandemic goals, please [contact me via email](#), or [click here to schedule a phone call](#)! Or, better yet, if you'll be attending any upcoming legal or accounting events, let's meet up in person!

Looking forward to reconnecting,



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



## Best Practices for Media Relations in a Post-Pandemic World

The COVID-19 pandemic changed how people live and how businesses operate, and the media and media relations were no exception.

How are PR pros pivoting and changing the ways they approach media relations in 2021? There are many ways companies can focus on and sustain customer engagement. One of these is establishing media relations suitable for the current situation.

Here are some best practices that will help enable your organization or your clients to improve the quantity and quality of their coverage.

[FULL ARTICLE ON EDGE WEB SITE](#)

### Did You Know...?

According to McKinsey & Company, a meta-analysis shows that, for every dollar companies spent on wellness programs, their healthcare costs fell by approximately \$3.27 and their absenteeism costs by about \$2.73.

[Digital and virtual wellness programs now account for the majority of employer-sponsored health offerings.](#)

### About the Author:

Vicki LaBrosse, director of global public relations, Edge Marketing, has more than 18 years of marketing and communications experience in both the legal and accounting industries. LaBrosse works with clients to develop and execute comprehensive PR and marketing strategies that will help grow their business.



### [CPA Practice Advisor](#)

Apps We Love - July 2021:  
Summer Reading

### [Legal IT Insider](#)

Workflow report shows task management in need of urgent modernisation

### [Legaltech News](#)

Women of Legal Tech:  
'The Only Person You Can Change is Yourself'

### [Accounting Today](#)

Accountants more likely to return to offices than others: Study

### [ENGAGE 2021](#)

July 26-29, 2021  
Las Vegas, NV  
(Hybrid)

### [ILTACON 2021](#)

August 22-26, 2021  
Las Vegas, NV  
(Hybrid)

### [Scaling New Heights 2021](#)

October 24-27, 2021  
Fort Worth, TX  
(In person)

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