



## July 2022 Newsletter



If you're reading this, you survived Scaling New Heights!

The contingent from Edge truly enjoyed reconnecting in Orlando with industry colleagues, and with our clients. It was extremely rewarding, seeing the fruits of our labor in the form of new and meaningful opportunities for our clients in their respective target areas.

So, the show is over; now what?

In our article this month, Vicki LaBrosse, director of global public relations for Edge Marketing, Inc., shares her top five tips for keeping the momentum going after an event.

If you'd like to chat about how Edge can help improve your pre- and post-show strategies, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to catching up!

A handwritten signature in black ink that reads 'Amy'.

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



### The Show Is Over, Or Is It?

*Tips for a successful post-event strategy*

Another successful event is in the books! All that careful preparation, creative promotion and your professionalism during the event itself have paid off. The work is done, but not so fast...

There are certain elements every successful post-event strategy should include.

Read on for five ways to keep the momentum going after an event.

[FULL ARTICLE ON EDGE WEB SITE](#)

### About the Author:

Vicki LaBrosse, director of global public relations for Edge Marketing, Inc., 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 businesses.



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*Celebrating  
25 Years!*

Edge Marketing is celebrating its 25th year in business! We are excited to share this news and some amazing milestones with you!

[Read our press release »](#)

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



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**Edge Marketing, Inc.**

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