

June 2023 Newsletter



We are almost at the halfway point of 2023; can you believe it?

With events like Legalweek and ENGAGE behind us, we are already working with our clients in preparation for Scaling New Heights and ILTACON. If you plan to attend Scaling in St. Louis next week, reach out if you would like to meet up!

A large part of preparing for any event, and conducting business in general, is the creation of messaging and collaterals. With the use of ChatGPT becoming more and more prevalent, it can be tempting to think of it as a one-stop, be-all-and-end-all for creating those text-driven pieces; however, in our article this month, Vicki LaBrosse, director of global public relations for Edge, shares six of the important things you should never entrust to ChatGPT in place of your human public relations and marketing experts.

If you would like to set up a time to chat about how Edge can help with event preparations and message creation, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to catching up!



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



Why ChatGPT is Not a Replacement for a PR Expert

ChatGPT, an advanced language model, has emerged as a powerful

tool for automating PR tasks. While ChatGPT can streamline processes and improve the efficiency of certain functions, it is important to consider that its most recent training data is already nearly two years old (a lifetime in the tech industry) and that human interaction and skills remain central to PR purposes.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

Vicki LaBrosse, director of global public relations for Edge Marketing, Inc., works with clients to develop and execute comprehensive PR and marketing strategies that will help grow their business.



Attorney at Work

Tips for Prioritizing Lawyer Well-Being: It's Good for Clients Too

Legaltech News

SEC Says It's Clear Securities Rules Apply to Crypto. But Is It That Clear?

CPA Practice Advisor

Returning to the Office?
The Remote Work Reckoning

Accounting Today

10 big ideas for accountants

Scaling New Heights

June 25-28, 2023
St. Louis, MO

ABA Annual Meeting

Aug. 2-8, 2023
Denver, CO

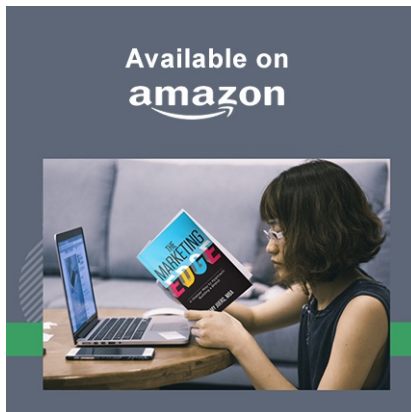
ILTACON

Aug. 20-24, 2023
Orlando, FL

"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!



Have your say:

[Don't miss your chance to cast your vote](#) for the top vendors serving the legal industry in New York.

Voting closes on June 30th!

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



Edge Marketing, Inc.

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