

Newsletter - May 2021

Welcome to our monthly newsletter; we've freshened up our newsletter format, so please let us know what you think!

From December 2019 to April 2020, the number of daily Zoom meeting participants skyrocketed from 10 million to 300 million. The virtual nature of pandemic life has made the world feel much smaller in some ways, but it's not without its drawbacks. In our article this month, senior account manager Nicolle Martin shares, "Five Ways to Alleviate Zoom Fatigue for You and Your Team".



Here at Edge, we're chomping at the bit to get back to in-person shows and events with clients and colleagues; in the meantime, we're grateful for technology and tools like Zoom.

If you'd like to chat marketing and PR strategies for your firm, please [contact me via email](#), or [click here to schedule a phone call](#); cameras optional!

I look forward to catching up!



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



Five Ways to Beat Zoom Fatigue

We have all changed the way we communicate this last year. Pretty much all office workers moved to a remote work scenario and even family gatherings, friend get-togethers and happy hours turned to videoconferencing over a computer screen instead of meeting with people in person. This has been taxing on a lot of people and is now being referred to as "Zoom fatigue."

Read on for five tips to ensure Zoom fatigue doesn't set in for you.

[READ THE ARTICLE](#)

Did You Know...?

If you are interested in assessing your own stress level with video calls, you can take a 15-item questionnaire compiled by researchers from Stanford University: [Zoom Exhaustion & Fatigue Scale](#).

About the Author:

Nicolle Martin is a senior account manager for Edge Marketing. She has more than 20 years of experience doing public relations and marketing in the legal and accounting industries.

Nicolle and her husband have two teenaged daughters and a dog, Jax, who is treated like a human member of the family.



[CPA Practice Advisor](#)

How Working Conditions and Attitudes Have Changed Due to the Pandemic

[Above the Law](#)

The Great Law Firm Reopening Tracker: Flexibility Is The Way Of The Future

[The American Lawyer](#)

Another Am Law 200 Firm Boosts Associate Pay, with 9% Average or Higher Raises

[Legaltech News](#)

Diversity, Equity and Inclusion Makeover for Law Firm Websites?

[Legalweek\(year\)](#)

Virtual Series 5
July 13-14, 2021

[AICPA Engage 2021](#)

July 26-29, 2021
Las Vegas, NV
(Virtual optional)

[ILTACON 2021](#)

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

How many books have you read in the past month?

[0 - Who has time?!](#)

[1-5 books](#)

[6+ - A true bookworm!](#)

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