

Newsletter - May 2021

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

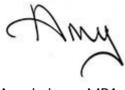
From December 2019 to April 2020, the number of daily Zoom meeting participants skyrocketed from 10 million to 300 million. The virtual nature of pandemic life has made the world feel much smaller in some ways, but it's not without its drawbacks. In our article this month, senior account manager Nicolle 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 <u>contact me via email</u>, or <u>click here to schedule a phone call</u>; 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 gettogethers 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:

<u>Zoom Exhaustion & Fatigue Scale</u>.

About the Author:

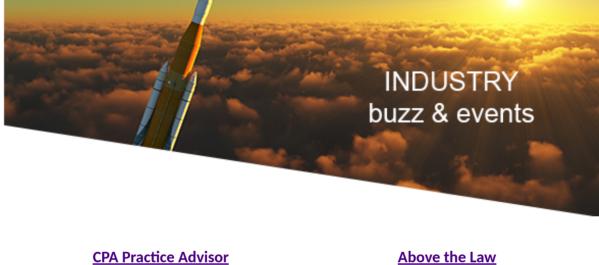
Nicolle Martin is a senior account manager for

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.





Have Changed Due to the Pandemic

How Working Conditions and Attitudes

The American Lawyer

Another Am Law 200 Firm Boosts Associate

Makeover for Law Firm Websites?

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

<u>Legaltech News</u>
Diversity, Equity and Inclusion

Pay, with 9% Average or Higher Raises

July 13-14, 2021

<u>Legalweek(year)</u>

Virtual Series 5

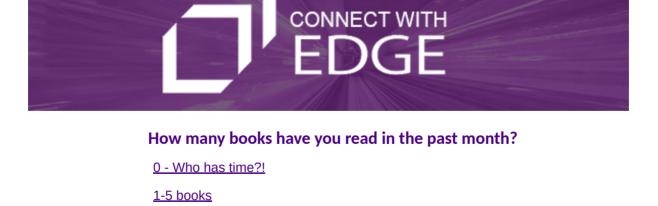
July 26-29, 2021 Las Vegas, NV (Virtual optional)

AICPA Engage 2021

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

ILTACON 2021

(Hybrid)



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



6+ - A true bookworm!



