

*Letter sent to new attorneys who join the firm to introduce Marketing resources. I also send them their new Firm bio for review and information on headshots.*

*Dear New Attorney,*

Welcome to the Firm. On behalf of the Firm's Marketing Team, I want to let you know what we offer as a resource and also connect you with our media consultancy, Consensus.

Here are a few highlights:

- Business Development: Crafting your Business Plan, this may include many of these items
- Internal Marketing: Cross-selling your practice
- PRISM (The Firm's Intranet): Contributing content—stories and quotes
- Advertising: Internal and external; traditional and electronic
- Attorney Biographies: Crafting and updating
- Awards & Honors: Identifying opportunities and submission
- Events: Helping arrange details, marketing and follow-up
- Marketing Booklets: Producing for presentations or leave-behinds
- Media Relations (Consensus): establishing and maintaining relationships with contacts that lead to opportunities
- Press Releases (Consensus): appropriate positioning of your news to the right outlets
- Print & Electronic Direct Mail: direct mail and e-versions
- RFPs: Answering Requests for Proposals
- Newsletters: From idea generation to mailing
- Seminars: Pre-promotion to follow-up
- Presentations: Crafting presentation and materials
- Speaking Engagements: Targeting appropriate audience and assisting with promotion and follow-up
- Sponsorships: Support with research and appropriate promotion

In terms of the resource we provide through our media consultancy, we have been working with Consensus Communications, a recognized statewide public relations firm, for almost ten years. They assist our marketing department with a variety of matters, including media relations. Jessi Blakley, whose contact information is below, handles all media-related matters for our Firm throughout the state. She proactively works to promote our attorneys as experts in their respective industries, she publicizes landmark cases and industry trends, and continually works to position our Firm, offices and practice groups as leaders within the industry. She also handles reactive press, media issues and crisis-related matters.

Please feel free to contact our internal team at x14296, or Jessi directly, to inquire about opportunities to promote these newsworthy matters. There are numerous channels and communication tools that can be helpful in getting the word out externally, including byline articles, news releases and media alerts, newsletter articles, Website newsroom, etc. Please also

note that if there are particular trade publications or industry-related media that she should be monitoring specific to your area of practice, you can send her that information and Jessi can monitor editorial opportunities on an ongoing, proactive basis.

Jessi Blakley  
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Thank you and let me know if you would like to discuss anything.

Sincerely,

Laura Kern  
Marketing Coordinator