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Legal Branding Webinar November 20 *“How to Get Media Exposure as a Lawyer”*

Irvine, CA- November 5, 2009-- Marla McCutcheon, president of Synergy Media & Consulting, Inc. in Irvine, California, will present a webinar called, “How to Get Media Exposure as a Lawyer: Using Visibility in Magazines, Newsletters, Web Sites, Radio & TV as a Way to Brand Yourself as a Thought Leader and Attract More Clients.” The live webinar will take place November 20 at 9:30 PST or 12:30 EST.

McCutcheon will discuss specific ways lawyers can work with the media to establish themselves as a personal brand and as thought leaders to the public, clients and colleagues. The session includes topics such as:

- How to garner media coverage for your accolades
- Techniques for publishing articles
- Putting yourself out as a legal news commentator
- How to “try a case in the media”
- Crisis communications ---- What to do if you or your client are suddenly thrown into the media unwillingly
- How to prepare for an interview
- How to effectively use your website as a place to post articles
- Social Media and Blogging

The webinar will be given on behalf of ExecSense. ExecSense is the largest producer of executive webinars in the world, creating over 500 webinars a year that feature instant thought leadership on breaking news, trends and skills. ExecSense webinars are available to be viewed on a computer, mobile phone, iPod or printed and viewed offline.

“I recently led two other legal branding presentations on behalf of ExecSense,” according to McCutcheon. “These include subjects on how to brand yourself as a bankruptcy attorney or how to brand yourself as a litigator. Due to the popularity of these webinars, the company has asked me to do a whole series of law firm branding webinars.”

For those individuals not available on November 20, ExecSense can email the PowerPoint, audio and supplementary files by the next day for viewing at any time. All the legal branding webinars in the series can be purchased subsequent to the live presentation.

For details on how to participate in this webinar, please go to www.execsense.com. In order to receive the materials in advance, registration needs to occur before the webinar takes place.

ABOUT SYNERGY MEDIA & CONSULTING, INC.

Synergy Media & Consulting, Inc. is a results-oriented, marketing and public relations company, headquartered in California, with a forte in media relations. With nearly two decades in the industry, Synergy has had a consummate knack for highlighting individuals, their accomplishments and their companies to ultimately bring them into the foreground as newsmakers and experts. Synergy Media & Consulting, Inc. is available at (949) 861-8260 or at www.synergymediapr.com.

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