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**Marla McCutcheon, President of Synergy Media & Consulting, Inc. based in Irvine, California has been selected by ExecSense to lead a webinar on *How to Create a Personal Brand as a Litigator - Using Speaking Engagements, Published Articles & Social Media Web Sites as a Way to Make a Name for Yourself*, recognizing her as a distinguished leader in the field.**

(San Francisco, CA) (November 4, 2009) Marla McCutcheon, President of Synergy Media & Consulting, Inc. based in Irvine, California has been selected by the speaker board of ExecSense ([www.ExecSense.com](http://www.ExecSense.com)) to lead a webinar on *How to Create a Personal Brand as a Litigator - Using Speaking Engagements, Published Articles & Social Media Web Sites as a Way to Make a Name for Yourself*. The webinar is now available for download and watching on a computer, mobile device, iPod or printed and viewed offline at <http://www.execsense.com/details.asp?id=524>

In *How to Create a Personal Brand as a Litigator*, Ms. McCutcheon examines specific ways litigators can use speaking engagements, published articles, and social media web sites as a way to establish themselves as thought leaders to clients and colleagues. Litigators should take 60 minutes to view this webinar (via computer, mobile phone, iPod or printed out) to understand how to go about sharing their thought leadership in each of these areas and the best ways to establish themselves as personal brands in the area of litigation (apart from/in addition to that of their firm).

According to Catharine Lloyd, head of speaker relations for ExecSense, "We were honored to have Ms. McCutcheon lead a webinar on this topic. Her work is highly regarded in the industry and the webinar is a great resource for litigators."

According to Ms. McCutcheon, "Today most successful lawyers and firms have undergone a deliberate branding process. Those lawyers that have branded themselves will have a greater market share of business under any circumstances and in any economy."

For complete information or to purchase this webinar, please visit <http://www.execsense.com/details.asp?id=524> or call us at (415) 453-3003.

#### **About Marla Malkin McCutcheon**

Beginning in 1993, McCutcheon co-founded Communication Advocates, a full-service public relations firm. About eight years ago, she started Synergy Media & Consulting, Inc., a public relations and marketing consulting agency specializing in law firm marketing. She assists professional service providers in developing marketing programs to meet their goals and attract their target markets. Continually progressive, she utilizes all media forms, including social media and the web, to increase clients' visibility. She is an award winning writer and speaker who enjoys teaching and working with attorneys to focus their identities and create positive exposure.

A newer venture is The Trust Factor, a Q & A TV series and web marketing program for attorneys, ([www.thetrustfactor.tv](http://www.thetrustfactor.tv)) where she serves as an advisor and marketing director. The program has launched in Orange County, San Diego and Los Angeles, and is enjoying large-scale success on cable networks. The Show will be seen in other areas of the country in the near future. To contact McCutcheon or learn more about Synergy Media & Consulting, Inc. visit [www.synergymediapr.com](http://www.synergymediapr.com).

### **About ExecSense Webinars**

ExecSense is the largest producer of executive webinars in the world, developing over 500 webinars a year led by hundreds of C-Level executives (CEO, CFO, CTO, CMO, CLO) and partners from 60% of the largest 200 law firms. ExecSense enables business and legal executives to be in-the-know on the most important topics that impact their profession. News breaks every day, however the news stories and trends written about in newspapers, magazines and web sites are too general in nature or not explored in enough detail. To provide executives with more in-depth insights tailored specifically to their profession, ExecSense produces individual webinars as well as titles in our Instant Impact, What Executives Need to Know About..., SpeedBriefings, Legal Needs, Technology for Lawyers, Technology for CEOs, and What to Know Before... series. Depending on the webinar, it includes audio files and documents in PowerPoint, Word and/or Excel. ExecSense webinars can be viewed on your computer, mobile phone, iPod or printed and viewed offline. Over the course of a year, ExecSense is first-to-the-scene with webinars on breaking news, trends, and skills, often produced within hours of an important event occurring. ExecSense is a privately held company headquartered in San Rafael, California, founded in 2000.