



FOR IMMEDIATE RELEASE

**Marla McCutcheon, President of Synergy Media & Consulting, Inc., has been selected by ExecSense to lead a webinar on How to Get Media Exposure as a Lawyer - Using Visibility in Magazines, Newsletters, Web Sites, Radio & TV as a Way to Attract More Clients, recognizing her as a distinguished leader in the field.**

(San Francisco, CA) (November 4, 2009) Marla McCutcheon, President of Synergy Media & Consulting, Inc., has been selected by the speaker board of *ExecSense* ([www.ExecSense.com](http://www.ExecSense.com)) to lead a webinar on *How to Get Media Exposure as a Lawyer - Using Visibility in Magazines, Newsletters, Web Sites, Radio & TV as a Way to Attract More Clients*. The webinar is now available for download and watching on a computer, mobile device, iPod or printed and viewed offline at <http://ExecSense.com/details.asp?id=554>

In *How to Get Media Exposure as a Lawyer*, Ms. McCutcheon examines specific tips, tricks, and strategies for getting more visibility in different media sources and using this as a way to attract more clients. Lawyers should take the 60 minutes to view this webinar (via computer, mobile phone, iPod or printed out) to understand how to get media exposure and the best strategies for using that exposure to promote their law practice and establish themselves as thought leaders.

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 lawyers."

According to Ms. McCutcheon, "Increasing visibility through the media is one of the best ways to brand yourself as an expert attorney in your field. The media is a powerful tool for increasing credibility. Yet, the media is so pervasive today that it is important to approach the media systematically and be proactive instead of reactive."

For complete information or to purchase this webinar, please visit <http://ExecSense.com/details.asp?id=554> or call us at (415) 453-3003.

### **About Marla McCutcheon**

An innovator in public relations since the late 1980s, Marla has taken part in legal marketing as it progressed from an imprecise concept to the accepted and vital practice that it is today. She gained a foothold in the field during the early 1990's, just when it was becoming en vogue for attorneys and other professional service providers to apply proactive marketing and public relations strategies. Beginning in 1993, McCutcheon co-founded Communication Advocates, a full-service public relations agency. About eight years ago, she started Synergy Media & Consulting, Inc., a public relations and marketing consulting firm. Continually progressive in her tactics, she utilizes new media and the web to increase clients' visibility. Today, Marla's company specializes in legal marketing and branding for attorneys. She is an award winning writer and speaker who enjoys teaching and working with attorneys to focus their identities and create positive exposure.

## **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.