

First Place: New York Metro LMA Chapter



Webinar Sends Out Key Information Quickly, Efficiently; Reflects Positively on Chapter

“A great job using the webinar format to impart information quickly and conveniently on important new rules and regulations” was one of the reasons given by the Your Honor judges in awarding first place to the New York chapter of LMA (NYLMA) in the Chapter category.

Anticipating important changes in the rules guiding New York attorney advertising, NYLMA struck out to become the authority on the changes and stretched its communications program nationally by staging a well-attended Webinar on the subject.

Judging by the turnout, the chapter achieved its goals and more. Three hundred three site licenses registered, possibly the largest audience ever for an LMA webinar, and of those sites 88 were non-member sites.

The program – and its advance publicity and public relations – communicated a wealth of information on the new laws, and,

as importantly, it raised awareness of the value of LMA and NYLMA to a vast target audience that may not have known much about the organization previously.

“The program helped the chapter meet its goal of increasing membership, which grew by 30% over the prior year. It had been flat for a few years. It also helped the financial reserves, adding nearly \$10,000 to the bottom line,” according to a spokesperson. “We are grateful to ALM, under the leadership of Director of Marketing Brian Corrigan, for sponsoring the webinar through both advertising and a generous cash contribution.”

The advance work was impressive and helped spur attendance at the webinar. Daily and weekly ads in key law publications, a panel discussion for the NYC Bar with an FAQ distributed to the 300+ attorneys in attendance; articles distributed to local press and LMA’s *Strategies*; and booklets on related topics created and distributed to key audiences – all were distinguishing components of the effective sales and promotion program that netted the impressive results.