

Brooks Pierce Receives Top Honors at Legal Marketing Association Southeast Conference

10.18.2018

Brooks Pierce's unique approach to a conference sponsorship helped the firm earn both "Best in Show" overall and first place for "Business Development: Events" in the 2018 Your Honor Awards from the Legal Marketing Association's Southeast chapter. The awards recognize the efforts Brooks Pierce took to promote its entertainment practice at the 2017 DIY Musician Conference in Nashville, Tennessee.

The 2017 DIY Musician Conference was a three-day event featuring panels, workshops and information sessions designed to give artists practical advice on advancing their careers.

As part of its sponsorship of the event, Brooks Pierce hosted an on-site legal clinic, offering conference attendees 30-minute consultations on a variety of topics for a flat fee. Brooks Pierce also distributed both printed and downloadable copies of the Musician's Legal Handbook, a 40-page book on music law written and published by Brooks Pierce attorneys. The firm leveraged social media to help drive registrations for the clinic in the days before the conference and to engage with attendees throughout the event.

Through these activities, Brooks Pierce was able to establish and grow its relationships within the music industry. Many of the new clients served during the on-site clinic have since retained Brooks Pierce for additional representation.

"Through our 2017 sponsorship of the DIY Musician Conference, our marketing team and entertainment attorneys did an excellent job in highlighting our legal talent in a memorable way," said Reid Phillips, managing partner of Brooks Pierce. "I am pleased to see that all of their hard work and ingenuity has been rewarded."

"We are honored that the hours of collaboration and inventiveness our team put into finding creative solutions to showcase Brooks Pierce's attorneys and experience were recognized in this way by a group of our esteemed peers," said Jennifer Griffin Scotton, Brooks Pierce's director of marketing & business development.

The Legal Marketing Association (LMA) is an organization providing educational and networking events for professional men and women involved in marketing, business development, client service and communications within the legal profession. Its Southeast chapter is the largest, with members from North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Florida, Mississippi and Alabama.

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Its efforts on the DIY Musician Conference also earned Brooks Pierce an award in the 2018 LMA International Your Honor Awards program in the “Business Development: Events” category. The award was presented in April at the LMA’s annual conference in New Orleans.

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Jennifer Griffin Scotton