

# Brooks Pierce Recognized by the Southeast Region of the Legal Marketing Association

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Brooks Pierce’s internal client development newsletter has been recognized in the “Marketing Management and Leadership: Internal Marketing” category of the 2020 Your Honor Awards presented by the Southeast Region of the Legal Marketing Association (LMA). The Your Honor Awards recognize excellence in legal marketing and give credit to successfully executed projects that require time, creativity, teamwork and innovation.

The “Brooks Pierce Business Development Bulletin” was launched last year with the goal of providing an internal vehicle to share information about firm-wide marketing and business development efforts. The monthly newsletter includes a profile on a member of the firm, a client development tip, updates on the firm’s client development efforts and other content of interest to Brooks Pierce’s attorneys and staff.

“We are honored that the hours of collaboration and effort our team put into launching this newsletter have been recognized by the LMA’s Southeast Region,” said Jennifer Griffin Scotton, Brooks Pierce’s director of marketing and business development. “More importantly, it’s exciting to see how well our hard work has been embraced by the firm as

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## BROOKS PIERCE RECOGNIZED BY THE SOUTHEAST REGION OF THE LEGAL MARKETING ASSOCIATION

a whole. The newsletter has become a key method of keeping everyone connected and informed during the COVID-19 pandemic.”

The LMA is an organization providing educational and networking events for professionals involved in marketing, business development, client service and communications within the legal profession. Its Southeast Region is the largest, with members from North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Florida, Mississippi and Alabama.