

**SPEAKING ENGAGEMENT**

# Legal Services Forum

## Content Marketing World

SEPTEMBER 6, 2019

Speakers: [Julie Gurney](#)

Cleveland, OH  
US

In the effort to differentiate themselves in ways that go well beyond standard client alerts, partner bios, awards, and speaking engagements, many legal marketers are turning to content marketing, an emerging discipline that shows, rather than tells, clients and potential clients why this firm is the firm that will win for them. In this two-part series, 10 top legal marketers, moderated by a long-time creator of legal branded content, will look at the strategic imperatives behind legal content marketing as well as the tactics that embody these strategies.