



Hi Shelby,

Even the most introverted among us recognize the value of attending industry conferences. For those looking to amp up their new business efforts, speaking at these events can provide valuable facetime to show off your expertise in front of potential new clients.

Unfortunately, most lawyers and business leaders don't receive panel invitations based on reputation alone. Speaker submissions can quickly become lost in a slush pile if they lack the strategic insight on how to market to conference organizers.

In our latest INKsights blog post, we discuss how to establish your credibility so that, when it comes time to throw your hat in the ring for those speaking opportunities, you come out on top.

Happy marketing,

Michelle

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[Why a DEI strategy is a competitive advantage for law firms](#)

The legal industry isn't known for its trailblazing progress on the diversity, equity and inclusion (DEI) front — but it is improving. Many law firms are integrating DEI strategy into their core business model, and the benefits of this shift are touching nearly every area, from prospecting and marketing to recruitment and talent development. In this episode, Lee Watts joins us to talk about her new role as Director of Diversity, Equity & Inclusion at Bass, Berry & Sims. She discusses the firm's strategy and reflects on how DEI influences a firm's brand, reputation and competitive advantage.

**CHOMP, CHOMP**



We are proud to have been named to the University of Florida's Gator100 list, which recognizes the 100 fastest-growing businesses owned by Gator alums. We're proud to claim three UF grads on Team Rep Ink. Learn more about [our recognition by the University of Florida](#).

<p><b>ABOUT US:</b></p> <p>Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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