

Insights, News & Events

FISHER PHILLIPS RECEIVES HONOR FOR CLIENT EDUCATION PROGRAM “THIS YEAR, WE’RE BRINGING IT TO YOU”

Legal Marketing Association Southeast Chapter Gives 1st Place Award

News

Nov 13, 2009

ATLANTA, GA (November 13, 2009) - Fisher Phillips has received 1st Place honors for Business Development Initiative from the Legal Marketing Association Southeast Chapter for the firm’s legal educational program *“This Year, We’re Bringing It to You.”* The firm received the SELMA Award during an online program on November 12, 2009. The SELMA Awards showcase the leading designs and creative strategies from law firms throughout the Southeast.

On January 8, 2009, Fisher Phillips launched a major initiative to bring legal educational programs to regional settings and to clients’ own offices -- for the convenience of employers around the nation. The firm took this approach, anticipating that many organizations would be reducing or eliminating discretionary business travel in 2009.

“This Year, We’re Bringing It to You” featured 96 webinars and 55 in-person seminars drawing 30,873 attendees. The programs were designed for human resources professionals, in-house legal counsel, risk managers and other managers who must deal with workplace legal issues. The programs covered important legal topics with an emphasis on recent and pending changes to workplace-related laws.

The firm’s attorneys discussed topics that included: *“Facebook, Twitter, and Other Social Networking Sites Do’s and Don’ts in the Workplace,” “Lessons from Late Night: What To Do When the Boss Takes a Literal Hands-On’ Approach to Work,” “Proactive Strategy for Preparing Your Business to Handle the H1N1 Flu Pandemic,” “The ABCs of I-9 Form Compliance - Be Ready for Government Audits and Raids,” “A*

Look at Current Issues in Employee Benefits," "There's a New Sheriff in Town! Be Prepared for Sweeping Workplace Safety Changes," and many more.