

Seminars & Speaking Engagements



Over the last 27 years the team at ESQusite Marketing has helped attorneys put on hundreds of seminars – from intimate roundtable discussions to banquet halls with hundreds of attendees, with topics ranging from wealth management and planning, to labor and employment, to the benefit of buying property with environmental issues, to bed bugs. We have also helped attorneys secure speaking engagements at industry meetings, bar associations, business conferences, panel discussions, charitable events, legal network meetings, and radio and local television appearances.

Note: if you do not take the time to hold seminars, accept invitations to speaking engagements, or join panel discussions – your competitors will. Your clients and prospects attend these events – put yourself in front of them.

We stress to lawyers that the speaking engagement/seminar is simply a door-opener. Read more on our blog. In addition to scheduling, planning for, and publicizing the event, to designing and sending invitations, tracking RSVPs, creating name tags, and designing collateral and surveys, ESQusite will also handle registration at the event. We work with you to determine your target audience for invites (if you are sending them out), review the RSVP list to identify who you want to meet the day-of and/or follow up with after the event, and create a strategy to continue your relationship with the attendees.

A successful speaking engagement takes proper planning and follow-through – contact your friends at ESQusite to help alleviate the time you will spend on the event. Our goal is for you to show up with a plan, put on an impressive presentation, and turn your time spent into successful relationships with new prospects and referral sources.