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Welcome to News with Edge!

[Eight Tips for Successful Analyst Briefings](#)

[Did You Know...?](#)

[AICPA Post: Get the Most out of Your Next Accounting Tech Event](#)

[Industry Stories and News](#)

[Upcoming Events](#)

[Connect With Us](#)

Welcome to News with Edge!



Edge Legal Marketing is proud to be included in the 2017 Best Of the [New York Law Journal's](#) readers' choice survey.

Voting is open to lawyers, paralegals, judges and those who directly use these services to the legal community. Voting is open only through May 26, so place your [VOTE TODAY!](#)

This month's feature provides tips on making the most of an analyst briefing. Industry analysts conduct research, size the market, build models, rank the players, and sometimes advise prospective clients on the strengths of potential providers.

Because of the influence they have with potential buyers and the media, putting your best foot forward with analyst firms can pay off in terms of building your industry reputation. Count on Edge to help you tell your story effectively, to maximize this valuable exposure.

Amy Juers

Amy L. Juers, MBA
Founder and CEO
Edge Marketing, Inc.

Eight Tips for Successful Analyst Briefings



For technology firms, analyst briefings are an important part of the communications and PR/AR strategy. Keeping the analysts that advise your customers up to date on your company and products is essential. A surprising number of startups and even well-established firms are unfamiliar with the briefing process. Analysts are influential and having a successful briefing is key.

Here are some tips to make the most out of your analyst briefings:

Know the analyst firm

There are now hundreds of analyst firms of all sizes, and just as you need to know the analyst before the briefing, it is important to know the analyst firm. Companies should find out what the analyst firm does to generate revenue. Many only do work for vendors. Others sell research reports. Analysts often serve specific vertical industry segments. Learn about and be aware of the variances of the analyst groups, and do not discount smaller firms.

Identify the right analyst

You can learn about most analysts by looking at their biography on the analyst firm's website and reading their reports to determine what areas they cover. Analysts sometimes are pulled into briefings when they do not belong. It could be because your PR people have contacted the analyst group's schedulers to line up appointments without ... [\(Read more\)](#)

About the Author

Vicki LaBrosse is director of global public relations at Edge Marketing, Inc. Leveraging more than 18 years of experience working in professional services industries, LaBrosse works with clients to develop and execute comprehensive PR and marketing strategies that will help grow their business.



Did You Know...?

The Institute of Industry Analyst Relations produces a "Tragic Quadrant" which ranks analyst firms based on data collected from the [IIAR Analyst of the Year Survey](#), where analyst relations professionals rate individual analysts and their firms.

Source: [Institute of Industry Analyst Relations](#)

AICPA: 7 Tips to Get the Most out of Your Next Accounting Technology Event

The biggest benefit to attending an accounting technology event is the convenience of having many vendors, thought leaders and your peers in one location that also provides CPE credits. These events provide the perfect opportunity to problem-solve, learn and investigate technology during a condensed timeline.

Leslie Garrett of EDGE authored this post for AICPA on how to get the most out of Accounting events. [Read the full post here.](#)



Industry Stories and News

Read the latest top stories and industry news!

The “Business Judgment” Discovery Rule and its Impact on Information Governance

When Organizations Fall Short on Cybersecurity, Do Law Firms Pick Up the Slack?

Better Invoicing Can Improve Your Bottom Line

Four Ways to Make the Case for New Technology in Your Law Firm

5 ways to build a CPA empire in 2017

Tax, trust and accounting tech in 2017

Making the Future Now: Corporate Legal Operations Experts on How They Use AI

Laptop Ban on US-Europe flights? 5 Things You Need to Know

Upcoming Events

Check out these upcoming industry events!

Intermediate U.S. International Tax Update - May 17-19 New York

ILTA SharePoint Symposium - May 22-23, Chicago

National Association of Black Accountants (NABA) 2017, June 6-10

E-Discovery Institute Summer Meeting, June 7, New York

Legalweek West, June 12-13, San Francisco

AICPA Engage, June 12-15, Las Vegas

ILTA LegalSEC Summit, June 12-14, Arlington VA

AICPA EDGE Experience, Aug. 2-4, New Orleans

Accountex, Sep 6-8, Boston

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