

Large Firms React to a Seismic Shift in Communication

If you're talking to the right people, at the right time, about the right stuff you've got effective communication. Digital doesn't change that, it makes it more powerful."

-Concep

How are the biggest firms in the country dealing with the biggest shift in technology since the inception of the internet?

How are firms like Baker & McKenzie, Clifford Chance and DLA Piper unlocking the power of digital communication while still controlling the message?

Are they dipping their toe in the waters of social media, or are they taking the plunge?

This Friday afternoon at 12 PM EST we have a special guest in Anthony Green, President of Concep US and digital marketing expert. Anthony was a founding member of the Internet Advertising Bureau, lecturer for the Institute of Direct Marketing, and is extremely active in both the LMA and LSSO. Handling digital communications for the likes of Ernst & Young, Jones Day and White & Case, Anthony has some unique insights. Come join us for a rapid-fire-discussion outlining how the biggest firms are making the most of digital communication.

If you have any question you would like to ask Anthony or myself, feel free to email them in advance to info@adriandayton.com

Call is at 12 PM EST, [CLICK HERE to sign up for the call.](#)



Anthony Green