

Thursday, September 14 | 3:30 pm – 4:30 pm

TED Talks on Content and the Intersection of Technology and Business Development |  
Breakout Sessions #4

# Lassoing Your Content: Be Curious and Believe

Body of Knowledge: Communications, Business Development, Technology Management

## Presenters

- Sarah Minjoe, Dykema
- Amy Trevino, Dykema

## Session Overview

Great content ideas can come from anywhere and some of the best ideas come from the least likely sources. How do you find that next piece of content gold? Be curious and BELIEVE.

During this session, attendees will learn why it's more important than ever to stand out from the crowd with non-traditional content. Using real-life examples, we'll review best practices highlighting ways leading AmLaw 150 firms (primarily LMASW) have used innovative content to be distinctive in the legal market. We'll also provide key takeaways attendees can put into action today to develop their next unique content campaign. Using the popular TV series Ted Lasso as inspiration, the session itself will be an example of creative programming intended to inspire thinking outside the box.

## Session Notes

What resonates with one does not necessarily resonate with others

### How is my content different?

- take an obvious topic and make it not so obvious
- like Ted Lasso going to market - took out billboards personalized to each town - made it very personal and personal messages
- example - Chambers submissions - all the same!
- how do firms stand out - video
- carousels get more eyeballs
- client testimonials
- Latham example - Book of jargon - word of the day, etc

- Covington example - clickable toolkit

### **Listicles - Dykema example**

- Be curious, not judgemental
  - practice self-awareness
  - focus on the why and the how

### **Be a goldfish**

- a 10 second memory span
- it doesn't always hit the mark - just learn from it - move on - be adaptable

Example: Dykema annual survey - used memes that were trending - aligned with the data

The best brand is just being yourself - fresh, new perspective

Will be easier to connect and relate to you

Foley example - post of attorney playing music - outside of regular law firm content

### **Goal: Create content with purpose**

- don't do if can't do well
- quality over quantity
- why? why are we creating this content?
- don't content bomb! have a conversation and leave them with a strong takeaway
- must be unique - stand out - must be relevant - why is this important to them?
- must be tied to business goals

Creating content that humanizes us and has an authentic voice

Innovate - be adaptable

Triangle of success

**Stay positive! Be inspired!**