

Press Release

Freeborn & Peters and Jaffe Raitt Heuer & Weiss Collaborate to Make Inaugural Midwest Legal Marketing Technology Conference a Success

CHICAGO – August 2, 2015 – The inaugural Legal Marketing Technology Conference/Midwest, which took place on June 23 at Chicago’s Union League Club, welcomed more than 200 legal marketing professionals, exceeding the expectations of organizers Ian Turvill, Chief Marketing Officer at [Freeborn & Peters LLP](#), and Richard Marsolais, Director of Marketing at [Jaffe Raitt Heuer & Weiss, P.C.](#)

“We were thrilled at the response we received from the legal marketing community here in the Midwest,” Turvill said. “Technology is driving change in the legal industry, and there is clearly an appetite among legal marketers for the type of thought leadership provided at the conference.”

The conference, which was an official event of the [Legal Marketing Association Midwest Chapter](#) brought together some of the leading strategists, consultants and marketing executives from the legal community for a day of education and thought-provoking discussion. Programs included an in-house counsel panel, which featured in-house attorneys from Microsoft and the Clinton Foundation, among others; multiple Ted-style talks on such cutting-edge topics as data visualization; and a keynote address delivered by Daniel Katz, associate professor of law at the Chicago-Kent College of Law and Co-Founder and Chief Strategy Officer of LexPredict, a legal analytics company.

“We were very pleased with the pedigree of talent we secured to present at the conference,” Marsolais said. “Every speaker is a leader in his or her respected area. Having all these great minds in one place was a significant benefit to the Midwest legal marketing community.”

The Legal Marketing Association will host a second technology conference in San Francisco later this year on October 5 and 6.

ABOUT FREEBORN & PETERS

Freeborn & Peters LLP is a full-service law firm, headquartered in Chicago, with international capabilities. Freeborn is always looking ahead and seeking to find better ways to serve its clients. It takes a proactive approach to ensure its clients are more informed, prepared and able to achieve greater success – not just now, but also in the future. While the firm serves clients across a very broad range of sectors, it has also pioneered an interdisciplinary approach that serves the specific needs of targeted industries, including food, transportation, private equity and venture capital, and insurance and reinsurance.

Freeborn is a firm that genuinely lives up to its core values of integrity, caring, effectiveness, teamwork, and commitment, and embodies them through high standards of client service and responsive action. Its

lawyers build close and lasting relationships with clients and are driven to help them achieve their legal and business objectives.

For more information, please visit www.freeborn.com.

ABOUT JAFFE RAITT HEUER & WEISS

Michigan-based Jaffe Raitt Heuer & Weiss, P.C. is a full-service business law firm representing and advising entrepreneurs and businesses nationwide. Focused on results, invested in relationships and driven by opportunity, Jaffe has 105 attorneys in its Southfield, Detroit, Ann Arbor and Naples offices.

Among the Firm's practice areas are appellate, aviation, corporate, criminal, privacy, data breach & data security, e-commerce, electronic banking, emerging & growth business, employee benefits, environmental, estate planning, family law, financial services, franchise law, immigration, impact investing/social enterprise, insolvency & reorganization, insurance, intellectual property, information technology, litigation, labor, mergers & acquisitions, mortgage banking, property tax appeals, public finance, real estate, securities, and tax law.

For more information, please visit www.jaffelaw.com.

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