

Miller Canfield Receives MarCom Gold Awards for Annual Employment Law Seminar and Hot Points Newsletter

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The law firm of Miller Canfield was recently awarded two MarCom Gold Awards by the international Association for Marketing and Communications Professionals for the firm's marketing campaign for the "2010 Annual Employment Law Seminar" and for its "Hot Points" newsletter.

The MarCom Awards recognizes outstanding work in the industry and aims to honor outstanding achievement and service to the communication profession. The Gold MarCom Awards are presented to entries judged to be among the most outstanding and exceeding industry norms. Each year, judges receive more than 5,000 entries from throughout the United States and several other countries.

Held each spring, Miller Canfield's Annual Employment Law Seminar updates attendees on the latest labor and employment law matters. The 2010 theme, "HR Spring Training," included an underlying baseball theme in all seminar marketing materials – direct mail and electronic save the dates, brochure invitations, online, print and radio ads, news coverage and even baseball trading cards.

The Hot Points newsletter, which underwent a design update in 2009, is entering its 17th year and has won several awards throughout its history. It is distributed to firm clients and friends around the world.