



## Professional Development Consortium

### PDC PR & Branding Committee

**Timeframe/Term of Office:** 1-2 years or ongoing

**Meeting Occurrence/Frequency:** Generally, teleconferences every 2 months (other communications over email/as needed to meet publishing deadlines)

**Typical number of members (to be adjusted as needed for special projects, e.g., potential branding exercise):** 2-3 Board and 2-3 at-large members

**Qualifications (should include some or all of the following):** Experience with PR, branding, and/or publishing either within or outside of the legal industry; experience editing, reviewing, and drafting professional development-focused content; experience with, knowledge of and passion for the lawyer professional development space and desire to promote and elevate same; and knowledge of the PDC member community/audience.

#### Tasks/Duties:

- PDC Linkletter (this may move to another format, which is currently under discussion)
  - Brainstorm ideas for upcoming issues
  - Liaise with the PDC membership to solicit authors/content
  - Review and edit content as appropriate
  - Shepherd authors through the submissions and review process
  - Personally contribute at least one feature for the Linkletter per year
- PDC Blog
  - Work with PDC Board members to generate ideas for content, recommend authors, etc.
  - Contribute at least one original blog post per year
- Potential 2019-2020 Branding Exercise
  - Work alongside the Board and with outside consultants, as needed (assuming this project moves forward)
- Press List
  - Expand and refine PDC press list
- Other
  - Other tasks/duties may be added, as needed

**Recent Accomplishments:** Launch of the PDC Link Blog (2015)