

FROM THE PRESIDENT'S DESK

A multitude of projects spice up the summer months in Primerus

They are somewhat affectionately known as the “dog days of summer,” the time from early July to mid-August that are generally the hottest and most unbearable days of the season.

In the world of Primerus, we prefer to view that time in a decidedly different light, one that offers us an opportunity to put the finishing touches on a number of new projects and upcoming programs to be rolled out in the months ahead.

Among the headliners:

(1) A revamped Primerus website to be unveiled the first week of September, coinciding with the release of a new and improved look to our Weekly publication, which beginning on September 5th will appear in your digital mailbox each Tuesday morning.

(2) The annual Primerus Global Conference slated for October 26-28 in the historic city of Versailles, a glorious venue just minutes from Paris, which ranks as one of the most enticing and popular cultural destinations in the world.

(3) The rapid expansion of Primerus on an international scale, particularly in nations across the African, Middle Eastern, and Asian regions.

By way of order, let's begin with our new website. It has been a project two years in the making, and has involved a substantial investment of time, tech talent, and financial resources to bring to the finish line. To say it was a

complex project would be a considerable understatement, especially in light of an ever-changing digital landscape where seismic advances in artificial intelligence are just beginning to reshape our daily life.

In effect, we have combined more than 160 websites into one, creating a central destination where internet users can access important content on each law firm in the Primerus community. Beginning next month at the new version of Primerus.com, visitors will be able to learn the latest about each member firm, highlighted by attorney bios and photos, specific practice areas, and video presentations on legal topics of interest, all features meant to enhance the browsing experience.

The redesign of the website is a key part of our continuing efforts to promote the Primerus brand, which also has been given a boost over the past 18 months by upgrades to our Weekly newsletter and Paradigm magazine publications.

As you undoubtedly have noticed, both of those publications have undergone major transformations to highlight the people and stories behind “The World's Finest Law Firms™” that comprise Primerus. Each reaches more than 16,000 readers, opening up an opportunity for every member firm to showcase their people and practice specialties to a growing global audience.



In early September, the Weekly will move from a Monday to Tuesday publication date and will offer even more photos and content to be digested quickly and easily during your busy work week. Again, we encourage each member firm to take full advantage of this opportunity to step into the publishing spotlight, as we invite you to send us interesting story leads that can turn into compelling features to further polish your brand.

Lastly, we need to celebrate the growth of Primerus in the African, Middle Eastern, and Asian regions, areas that have been largely underrepresented as our international alliance has developed over the past 31 years.

Their presence in the Primerus community represents a significant step in our global development, broadening our reach and expanding individual opportunities to create potentially important business relationships.

Collectively, we are about to enter a new era in the history of Primerus, a chapter that will be written in detail on our new website, in our publications, and across inviting and uncharted legal frontiers.

Best regards,
Jack Buchanan, President