

Week Seven – Filled with Many Opportunities for Learning and Networking

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This week was yet another busy week in the office, and it came with a reminder that the summer program will soon be coming to a close. There were a lot of activities going on this week, and a lot of opportunities for learning. We were able to attend the Associate College Luncheon, the Orlando Attorneys Luncheon, and the Orange County Bar Association (OCBA) Young Lawyers' Section Reception.

At the Associate College Luncheon, we learned a little bit about marketing for the firm, and what a young associate's role is in firm marketing. I thought it was interesting to hear that one of the primary ways a young lawyer can market themselves and their firm is writing informational articles about the law. When these articles are published, they come up in Google searches and may lead people to you who need help in your area of expertise. I had never thought of writing as a marketing tool, and I thought it was interesting to see the ways that a young lawyer can contribute to a firm's development.

The Attorneys Luncheon was also very interesting for me because I was unable to attend the first luncheon during our program. I enjoyed watching Mary give her case presentations, and I think it's very valuable to have different people at the firm discuss new court cases that will likely have an impact on our work. I'm looking forward to giving my own case presentation in a few weeks!

Additionally, we were able to attend an OCBA networking event for young lawyers and law clerks, which was a lot of fun. I was able to meet and talk with a few summer associates from other firms, and I ran into some people who I know from school who I didn't even realize were working in Orlando this summer!

On top of all of this, we had our meeting to discuss the Mock Trial that is held at the end of the Summer Associate Program. I couldn't believe that it was already time to begin discussing the Mock Trial and doing preparations; I still feel as if we just started the program. It was overall, a very exciting and interesting week, and I'm looking forward to the next few weeks we have left!