



Women on the Move 2024: Building Your Brand

Presented by the New York State Bar Association

October 15, 2024

Three Katten attorneys will participate in the "Women on the Move 2024: Building Your Brand" program on Tuesday, October 15. At 3:00 p.m. (ET), Health Care Associate Erica Youngerman, who is also chairing the event, will moderate the "Ethically Building Your Brand | What Lawyers Need to Know" session, for which Corporate Partner Michelle Gyves will serve as a panelist. Discussion will focus on ethically building a professional brand, covering critical topics such as best practices for creating an online presence that complies with legal standards, writing articles and providing guidance without crossing into unauthorized legal advice, and appropriately navigating online communication and client engagement.

At 4:00 p.m. (ET), Employee Benefits and Executive Compensation Partner and Chair Kate Saracene will speak on the "Overcoming Obstacles in Building Your Legal Brand – Navigating Biases" session. Panelists will explore the unique challenges lawyers face when building and maintaining their professional brand, with a particular focus on navigating biases. Topics will include strategies for finding time to invest in brand development amid a demanding legal career and how to effectively rebrand after major professional changes, such as switching practice areas, transitioning to a new firm, returning to the workforce, or managing life changes like becoming a parent or caregiver.

[Learn more about the "Women on the Move 2024: Building Your Brand" program.](#)

CONTACTS

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