



## Jessie Weatherley

*Creative Director, Jork Consulting*

### THE FUTURE OF LAW

11:30am-12:30pm

#### **Emerging Legal Markets: Understanding and reaching the latent market for legal services**

##### **Part 1: Who are they & why don't they buy?**

In part one, 'Why Don't They Buy?' we will learn about the 'missing majority'. Eminent researcher Nigel Balmer will help us understand more about who is in the missing majority – what they do now, what they want, and what they need. Sara Rayment will help us think about how we might design services around a new cohort of consumers, and Jessie Weatherley will help us explore the 'missing link' of marketing: how to reach them and help them choose when they need your help.

### INNOVATION IN LAW

3:00pm-4:00pm

#### **Digital Marketing and Business Development**

In the first part of this session, Jessie will focus on digital marketing in the current climate and will discuss how to:

- Identify your target market,
- Understand client buying processes,
- Position your personal brand vs firm brand, and
- Build your Digital Presence and understand best practices when it comes to using digital tools

#### **About Jessie Weatherley**

Based in Melbourne, Jessie Weatherley is an experienced marketer and sales manager. Her business Jork Consulting provides marketing strategy, coaching and training to professional services in Australia.

Having studied management and marketing at Monash University, she is a Certified Practising Marketer with the Australian Marketing Institute and a Judge for the 2021 Australian Marketing Institute Awards. She is a professional member of Professional Speakers Australia.

Prior to running Jork Consulting, Jessie held several senior management positions with prominent Australian businesses. She brings to this business a wealth of knowledge of sales, marketing, people leadership and coaching. She is passionate about inspiring professional services in achieving success in their marketing and taking control of driving business into their firms.

Jessie has been quoted in major Australian newspapers talking about small business marketing, including the Age and SMH.