

O'Melveny Launches New Corporate-Facing Online Legal Resource

The firm of O'Melveny launched The Boardroom, a new online content hub featuring videos, podcasts and other repositories for legal insight. But as corporate legal departments look beyond the pandemic, capturing their attention may require prognosticating the problems of the future.

By Frank Ready

Last week, the firm of O'Melveny & Myers announced that it was launching "The Boardroom" an online content hub geared specifically towards corporate leaders. The move comes as corporate legal departments continue to be inundated by a variety of COVID-19-related outreach materials from law firms.

But instead of sending content to clients, The Boardroom appears to be structured towards the idea of sending clients to the content. Written material, podcasts and videos produced by the firm's lawyers are aggregated around one of a number of topics selected for their relevance to today's corporate business landscape.

"And so what we're doing is providing that content and customizing it to their needs, so



that we're not just blasting out an alert to just anyone. So that we're making sure we're being mindful of what their interests are, what they are looking for advice [on] and then marrying that up with what we're able to provide them," said John Hodder, O'Melveny's managing

director of marketing and business development.

But to find out exactly what corporations were interested in hearing about these days, the firm had to rely on both its attorneys and clients to fill in the gaps. They settled on a laundry list of organizing topics

that includes highlights such as corporate governance, diversity and inclusion and privacy and data security.

In keeping with trends covering the larger corporate legal ecosystem, those topics may have one very important thing in common—they aren't about the pandemic. Jill Huse, president of the Legal Marketing Association, had previously told Corporate Counsel that she has been hearing from colleagues who are over the COVID-19 information updates. "My colleagues who are in-house are really focusing on how to take the next step forward," Huse said.

It would appear that law firms are starting to get the memo. Pam Miller, a partner and member of O'Melveny's management team, said that clients

have expressed a desire for the firm to be proactive in looking out for their interests.

"We always hear from our clients that they want their trusted advisers to be looking around the corner. They want to hear what's coming around the pike that we flag for them before it kind of lands on their desk and that I think is what The Boardroom is trying to accomplish," she said.

But absent a crystal ball, how does a firm take that directive and distill it down into content? Fortunately, Hodder believes that the size or scope of a firm has nothing to do with their ability to produce quality videos, podcasts or other content.

Instead, he stressed the importance of a knowledgeable staff that can help identify and prognosticate impending

challenges on the corporate horizon. "Clients don't want lots of noise and various alerts that are not really relevant. They want things that are actionable that they can use," Hodder said.

To be sure, O'Melveny isn't the only firm wielding tech to adapt to emerging client needs over the last few months. Mayer Brown launched a Global Travel Navigator last spring to help clients track visas, quarantines and health checks across the world. Denton's also built an online COVID-19 hub to help clients gain a better understanding of the pandemic's impact on obligations towards employees.

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