



## reception publications

At Ingenuity, we spend most of our days in professional service firms and are surprised how many consider a tattered issue of *Highlights*, and a three-month-old *Business Journal* sufficient reading for their reception areas. We also see reception areas with way too many unorganized and old publications and the Spartan school of absolutely nothing to read. We recommend you consider these types of materials for your reception area:

**Firm awards, press clippings, and information about pro bono work tastefully displayed.** This is what we gravitated toward first. We want to know what the world thinks about your firm. The stand outs included an almost life size cutout of a service professional trekking in the Himalayas and the Blog he shared with local school children, a book on art purchased by the firm for a local museum, and information about pro bono immigration clients.

**Publications relevant to your practice areas.** We would like to see firm brochures, especially information on your practice areas, prominently displayed. Publications relevant to practice areas also tell visitors you are in the know. If you have a business practice, the *BizJournal* and *Wall Street Journal* should be available. If you focus on construction or real estate, have those niche publications available.

**Lifestyle or interest publications that represent you and your clients.** Most firms should offer some special interest publications. The Conde' Nast website ([www.condenast.com](http://www.condenast.com)) is a good start since it offers *Gourmet*, *Wired*, *The New Yorker*, and *Conde' Nast Traveler*. For the more adventurous, think *National Geographic Traveler* or *National Geographic Adventure* or *Outdoors*. If you want to attract women, *O* is the premier magazine. You may also consider more literary magazines like *Atlantic Monthly*.

Make sure your receptionist straightens up the publications several times per day and checks daily and weekly for outdated periodicals.