

Legal PR Media Roundtable: Law, The Press And The Influence of Social Media

Book your seats now to the PRSA-NY first Legal PR Media RoundTable Wednesday, November 1st to meet the most influential legal reporters. Also, you will network with top in-house PR executives from global law firms at Greenberg Traurig, the location sponsor. Joining us are titans in legal media from Law360, New York Law Journal, The Deal, and one Harvard Law alum now freelance legal reporter. Moderating the roundtable is the head of PR from Duane Morris and the founder of the Law Firm Media Professionals (LFMP) association.

Attendees will gain insights on:

- How business of law may fit with your career trajectory
- What stories are hot and what stories are not
- The influence of social media on the news cycle and story selection
- Collaboration with general news reporters & social media distribution of content
- Making sure pitches are relevant and stand out in a time-sensitive and competitive area
- Understanding the distinctions between the different beats and areas of demand
- New tips on building win/win relationships with legal reporters, versus other verticals
- Reporters' preferred methods for receiving pitches and ongoing communication
- Positioning yourself or platform as expert sources

Media:

John Morris, Legal Writer, Harvard Law Alum

David Marcus, Senior Writer, The Deal

Christine Simmons, Reporter, New York Law Journal

Andrew Strickler, Senior Reporter for Legal Ethics, Industry, Law360

Moderators:

Joshua Peck, Head of PR at Duane Morris LLP

David Graubard, Editor, Informa; member of PRSA-NY's Marketing Committee

Thank you and we hope to see you soon. Learn More: <http://bit.ly/LEGALPR>