SPEAKING ENGAGEMENT

The Evolution of Modern Legal PR: How We Got Here and The Latest Best Practices | Corrina Wright

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Join LMA PR SIG Co-Chair Corrina Wright, director of marketing communications at Benesch, for an interview that explores the evolution of legal public relations with Ross Fishman of Fishman Marketing and Michelle Calcote King of Reputation Ink. In addition to exploring how we got here, the trio will take a look at the latest best practices for maximizing your firm's communications investment.

Speakers:

- Ross Fishman, CEO, Fishman Marketing
- Michelle Calcote King, President, Reputation Ink
- Corrina Wright, Director of Marketing Communications, Benesch

*The LMA Podcast focuses on hot topics in legal marketing and business development with conversations driven by industry professionals. Listen on **SoundCloud**, or find us and subscribe on **Apple Podcasts** and **Spotify**.*