



**Primerus**  
*The World's Finest Law Firms*

**2015 Primerus Global Conference  
September 30 – October 4, 2015**

**Marketing Trends in the Industry – Is Your Firm Prepared?**

Friday, October 2, 2015 (8:45 a.m. – 9:45 a.m.)

**Presented by:**

**Ross Fishman – Fishman Marketing – Chicago, IL**

The legal profession is undergoing more profound structural change than arguably any time in the past century. Anonymous or complacent firms flounder and fail. Strategic, efficient, and effective marketing has become essential to survival. Today, it is critical to use every available tool to fight for market leadership. This fun, fast-paced, and practical program will show how to use an integrated effort utilizing the latest techniques to dominate a valuable practice, industry, geography, or niche.

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## Speaker Biography



**Ross Fishman**

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The CEO of Fishman Marketing, Ross has been called “one of the country’s leading experts on law firm marketing” by Lawyers Weekly USA. His positioning and differentiation programs help law firms dominate their markets, generating millions of dollars in additional profits. Under Ross’s personal guidance, Fishman Marketing has designed 200 marketing and branding campaigns and cutting-edge WordPress websites for law firms and organizations worldwide. Ross has also taught over 10,000 lawyers and marketers from Istanbul to Iceland how to generate significant new business.

Former litigator, big-firm marketing director, and award-winning marketing partner, Ross has written more than 250 bylined articles, including five monthly marketing columns. He has received dozens of international marketing awards, including the Legal Marketing Association’s “Best of Show” grand prize five times. A Fellow of the College of Law Practice Management, Ross received LMA’s first Lifetime Achievement award (1998), and was the very first marketer inducted into the LMA’s Hall of Fame (2006).