



2016 Primerus Global Conference
October 13 – 16, 2016

**The Merger of Law and Public Relations: The Media, The
Public and Your Client in High Profile Matters**

Saturday, October 15, 2016 (8:05 a.m. – 9:00 a.m.)

Presented by:

Co-Moderator: Marc Dedman – Spicer Rudstrom (Nashville, TN)

Co-Moderator: Jeff Horst – Krevolin & Horst (Atlanta, GA)

Panelist: Randy Bennett – Technicolor Group (Indianapolis, IN)

Panelist: Mark Corallo – Corallo Media Strategies (Alexandria, VA)

Panelist: Gabriel Lansky – Lansky, Ganzger & Partner (Vienna, Austria)

Panelist: Bob Weiss – Alyn-Weiss & Associates (Lakewood, CO)

Panelist: Robert Amsterdam – Amsterdam & Partners, LLP (London, United Kingdom)

The substance of the presentation would revolve around a comparative overview of jurisdictions around the world. I think a panel presentation could be a compelling offering. A panel could be particularly interesting with a few Primerus attorneys coupled with an actual client or two. My proposal is that I lead an interactive panel by asking questions revolving around the factors and experiences taken from my trial, asking others how their courts might react to the same factors and experiences. In addition to the items above, another factor, for example, is verdict amounts. Another factor is handling media involvement while managing a trial process. In the U.S., media generally has the right to get involved.

1. The crisis – the case, the public, the stakeholders, and your client's brand
2. The strategy – who, what, when, where, why, and how
3. The media – ally, adversary or no comment
4. The ethics – legal rules impact crisis management
5. The planning - when things go wrong
6. The takeaway – plan ahead



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The Merger of Law and Public Relations

*The Media, the Public and Your Client
in High-Profile Matters*



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Panelists

Bob Weiss, Founder, Alyn-Weiss & Associates

Mark Corallo, Founder, Corallo Media Strategies

Randy Bennett, General Counsel, Technicolor

Gabriel Lansky, Partner, Lansky Ganzger + Partner

Robert Amsterdam, Partner, Amsterdam & Partners LLP

Jeff Horst, Managing Member, Krevolin & Horst LLC (moderator)

Marc Dedman, Managing Partner, Spicer Rudstrom PLLC (moderator)



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The Crisis

The Case

The Public

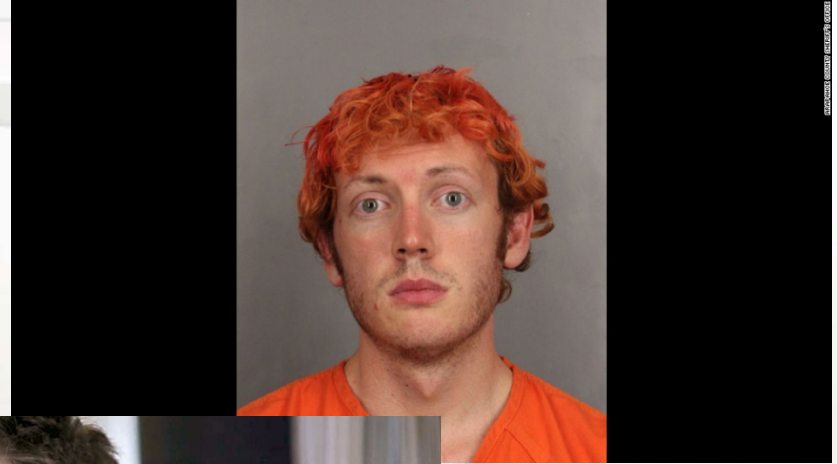
The Stakeholders

Your Client's Brand

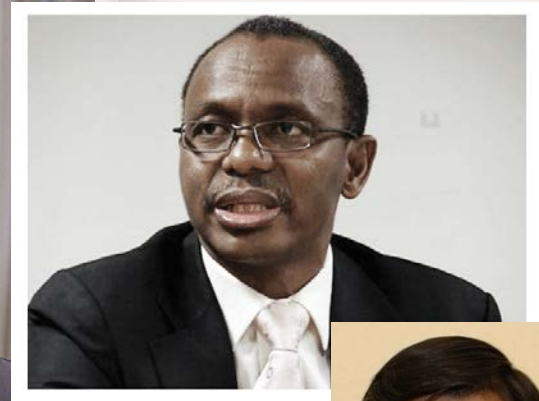


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The Strategy

*Who, What, When, Where, Why and
How*



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WARNING



INDECISIVE



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BRAND CAMP

by Tom Fishburne

CRISIS MANAGEMENT

PRESS RELEASE
WE ARE DEEPLY SORRY
THAT YOU TOOK
OFFENSE TO WHAT
ALLEGEDLY HAPPENED

LEGAL WILL REVIEW
FULLY BY NEXT WEEK,
BUT THEY SAID TO
REMOVE "DEEPLY"

MAYBE THE
PROTESTERS
WILL HAVE
LEFT BY THEN



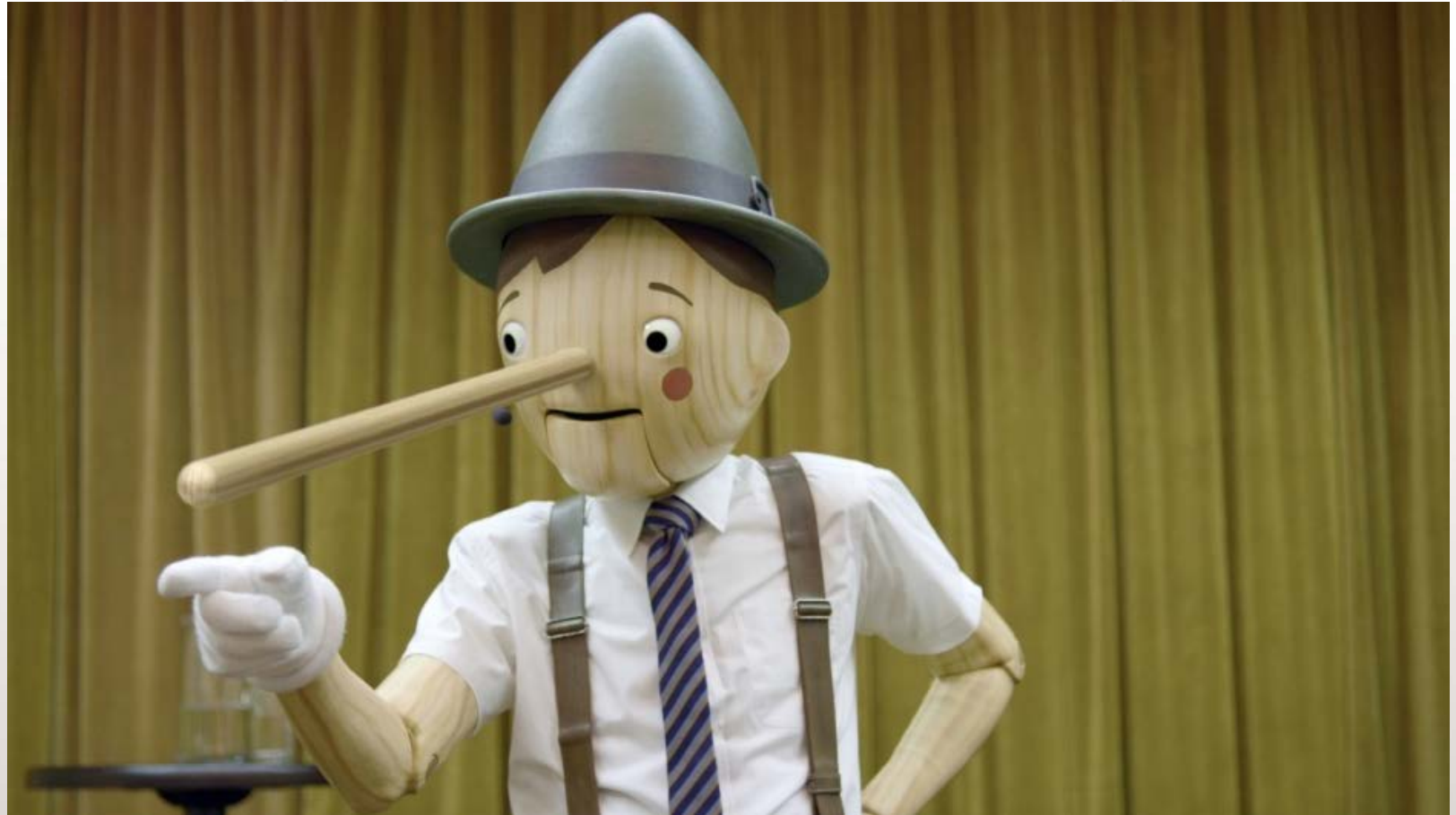
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**NO COMMENT.
THANKS FOR
ASKING.**

Ann Lewis

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The Media

Ally, Adversary or No Comment



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The Ethics
Legal Rules Impacting Crisis
Management



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The Planning
When Things Go Wrong



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The Takeaway
Plan Ahead



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Questions/Comments

Thank You!