



Interacting with
REPORTERS AT CONFERENCES:
 a guide for legal and AEC professionals

Hi Shelby,

While professional events are a wonderful opportunity to network and even garner new business through speaking opportunities, they also serve another function. Conferences provide one of the few chances our clients have to interact easily with the news professionals who cover them and their industry.

But why should you talk to them?

In our latest blog post, we discuss the benefits of connecting with journalists as well as how to prepare for those face-to-face interactions before conference season heats up.

Cheers,

Steven

[READ MORE](#)

Related Posts



[Social media video matters: why and how to do it for your AEC firm \(with examples\)](#)

Businesses that post short-form videos on social media receive the highest return on investment, according to Hubspot's 2024 State of Marketing. So, how can you take advantage of this medium when your to-do list is already four miles long?



[How AEC employees can contribute marketing videos with their smartphones \(infographic\)](#)

Before sharing videos social media, you need to capture actual footage. Today's smartphones allow employees to capture high-quality video content conveniently. However, many AEC firms may shy away from this available resource due to safety concerns or job site protocols. Learn why you should care about employee-generated video content and how to empower your employees to capture dynamic videos in the field safely.

Spill the Ink Podcast



[Architecture marketer spotlight: Marketing analytics, photography and a people-centric strategy](#)

Michael Mantese is the marketing director at Eskew Dumez Ripple and an accomplished photographer. He sheds light on the importance of marketing analytics and people-first storytelling in communicating an architecture firm's story. Michael also shares how his photography skills influence his work and ways marketers can collaborate with photographers to tell better project stories.

WELCOME, KATHRYN!



Reputation Ink is proud to welcome former TV news anchor and reporter Kathryn Bracho as our newest account coordinator. She is a seasoned storyteller, writer, editor and digital content creator with more than 20 years of journalism experience.

Before joining Rep Ink, Kathryn delivered news and content to an audience of nearly 500,000 for ABC affiliate WBAY-TV, the highest-rated station in Green Bay, Wisconsin. She led their morning newscast to ratings success and became a household name in the market. Kathryn grew her Facebook page to more than 12,000 followers and increased her Instagram page's reach by 250% in the first two months. She has interviewed U.S. presidential candidates, pop stars and pig farmers — and she now leverages those journalistic skills to serve Rep Ink's clients across the country.

[Learn more about Kathryn](#); we are so excited to welcome her to the team!

<p>ABOUT US:</p> <p>Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p>CONTACT US:</p> <p>Reputation Ink P.O. Box 13190 Jacksonville, FL 32206 904-374-5733 www.rep-ink.com</p>
--	--