MALTIN **PR**

MEDIA TRAINING

"Working with Maltin PR we found we could get everything we needed from one team."

MANAGING PARTNER - CITY LAW FIRM

2026 Chambers Top Ranked Litigation Support

REPUTATION MANAGERS SPEAR'S 500 TOP FLIGHT 2026

INTRODUCTION TO MALTIN PR

Maltin PR is an award-winning and internationally recognised London-based Legal and Litigation PR firm specialising in Legal PR, Litigation PR, Litigation Support, Crisis Communications, and Reputation Management.

Based at 37 Kingsway in the heart of legal London, as well as in New York, Washington D.C. and California, our team comprises 50 law firm marketing and PR experts, including experienced copywriters.

The Firm is ranked in Band 1 for Litigation PR and Communications in the UK Chambers Litigation Support Guide 2023, and is also ranked for Litigation PR and Communications in the Chambers Global Guide.

The Guide notes that we will "always take the most direct and sensible approach to further the client's interests – they're very focused on the client. They are also good at giving practical advice." One source tells Chambers: "I'm incredibly impressed with their commitment, free thinking, attention to detail and professionalism."

Maltin PR was founded 18 years ago by Tim Maltin, who is recognised as a 'Top Flight' reputation manager in the Spear's 500 Guide and recently listed as one of the top five Crisis Communications experts in London.

We specialise in building the brands of law firms of all sizes, from specialist boutique firms to international law firms.

Everything a law firm does contributes to their brand, from national press articles to customer service and social media. We handle all aspects of law firm PR and reputation management.

2026 Chambers Top Ranked Litigation Support Maltin PR

REPUTATION MANAGERS SPEAR'S 500 TOP FLIGHT 2026

TOP TIER PROVIDER Legal500 DISPUTES SERVICES 2026

100 GLOBAL LEADERS IN LEGAL STRATEGY & CONSULTING LAWDRAGON 2026

FEATURED IN THE TATLER ADDRESS BOOK ADVISORY

"The agency is also commended for providing spot-on judgements."

CHAMBERS AND PARTNERS

MEDIA TRAINING

With unique expertise from the former BBC Legal Correspondent and a senior BBC Producer, we are uniquely positioned to prepare clients, claimant case studies and legal advisors for media scrutiny around cases of particular public interest.

Our expert media training team also comprises specialists experienced in preparing a wide range of spokespeople to deal with intense scrutiny, from public inquiry Chairs like Lady Elish Angiolini, former Lord Advocate of Scotland, to CEOs and individuals with highly sensitive stories.

Working with an ex-Bloomberg videographer, we put clients through realistic mock interviews and help them take control of the narrative, ensuring they are match fit for everything from live TV to being 'clipped' for social media.

We also have experience of preparing set-piece speeches for press conferences, including the concluding remarks from Lord Leveson at the end of the Leveson Inquiry.

ABOUT THE TRAINING

Sessions ensure clients working on cases of particular public interest feel confident to deliver key messages effectively and deal with challenging questions.

Our expert trainers focus not just on tips and techniques but on testing these out in mock scenarios with realistic 'to camera' interviews and playback, to ensure participants can put their best foot forward at key moments during a case.

Package 1

Half-day training for 1-3 spokespeople at £4,000 covers:

- Overview of the media and what to expect
- Landing your messages
- Dealing with difficult lines of questioning
- Practice interviews for multiple media types – print, TV, radio & social, recorded and played back

Package 2

Half-day training for 1-3 spokespeople at £5,000 covers:

- Putting senior spokespeople under more pressure with a former journalist for interview scenarios
- Overview of the media and what to expect
- Landing your messages
- Dealing with difficult lines of questioning
- Practice interviews for multiple media types – print, TV, radio and social, recorded and played back

Example timetable

9:30	Introductions & discussions around expectations for the session
9:45	Understanding the media • Key messages • Interview Preparation
10:50	Break (10 mins)
11:00	Practice interviews
12:00	Handling trickier questions
12:20	Practice interviews
13:20	Regroup
13:30	Close

CASE STUDIES

Maltin PR produced a series of videos for leading law firm CMS as part of their "In Dispute" thought leadership programme.

The videos dealt with different issues on the topic of how to handle 'Reputation in Litigation'.

As part of the production process Maltin PR Senior Partner Clive Coleman and Partner Gaetan Portal worked with CMS to develop a series of scripts. These combined the legal issues that needed to be clearly explained, with a compelling storyline using real life cases, as examples.

We guided the CMS partners taking part on how best to present themselves in front of the camera and successfully get their points across. Leading to clear, compelling, and credible performances 'on screen'.

A Maltin PR client was expanding into the US Market and opening up an office on the East Coast.

The firm rightly expected to get press interest once they had, in their words, 'boots on the ground'.

Maltin PR gave senior executives and those heading out to establish the new venture an intensive day of media training.

This involved a workshop on how the media approaches stories, what reporters are looking for, how to spot pitfalls, and make the best of tricky situations.

The on camera 'role play' scenarios we developed for the client were extremely popular. Filming, sometimes tough, mock interviews and reviewing them to help the client to learn the 'tricks of the trade'.

Feedback was overwhelmingly positive with those who took part saying they now felt prepared to take part in written and broadcast media interviews, and how to develop the content journalists are looking for.

ABOUT THE TRAINERS

Our experienced team of leading communications professionals includes ex-BBC, Fleet Street and Press Association journalists, as well as key individuals from specialist legal and corporate communications backgrounds:

Vicky McGuire

Specialising in strategic communications for government and corporates, Vicky brings over twenty years' experience devising and delivering campaigns and managing issues across education, health, and social justice and including major public inquiries. Vicky trained Lady Elish Angiolini, former Lord Advocate of Scotland and Chair of the Angiolini Inquiry, ahead of the public launch in February 2024, and Kate Eves, Chair of the Brook House Inquiry. More broadly, Vicky has trained everyone from entrepreneurs to CEOs, creative directors and patients telling their stories.

Adam Abusweder

Adam tells it from the cameraman's perspective, sharing advice, and recording and playing back interviews. Adam works as a Director of Photography on television and film productions, working with the director to plan and control all aspects of filming. Adam works with a range of high-profile personalities, from celebrities to athletes and global CEOs.

Clive Coleman

As the BBC's Legal Correspondent, Clive was the face and voice of legal coverage and analysis across the BBC news output on radio, television and the website. Clive is uniquely positioned to prepare clients, claimant case studies and legal advisors for media scrutiny around cases of particular public interest.

"Vicky is knowledgeable and engaging, immediately putting me at ease. Her media training was very well-tailored to my needs. I felt fully prepared and confident by the end of our session. Crucially, Vicky provided sound advice and guidance on key media messages in order to maximise the impact of the inquiry's recommendations."

KATE EVES, OBE, CHAIR OF THE BROOK HOUSE INQUIRY

ADDITIONAL SERVICES

LITIGATION SUPPORT

Having an effective public relations campaign both before and during litigation can make the difference between winning and losing high-value matters. It can also help greatly after judgment has been handed down, either to segue to appeal or to communicate your victory optimally.

Often reputational value exceeds matter value, even in multi-million dollar litigations, so understanding reputational risk and reward is as important as understanding legal risk and reward.

Ranked in Band 1 in Chambers for Litigation Support, we have worked on some of the most high profile and complex litigations both in London and internationally in the past 18 years. We assist clients in complex commercial disputes both in the UK and internationally.

DIRECTORIES

We also have a strong track record of improving our clients' rankings in the leading legal directories. We assist our clients in identifying and showcasing their best matters and referees for both Chambers and Partners and The Legal 500. We also assist our clients in copywriting their entries.

PUBLIC AFFAIRS

Journalists and politicians often have a symbiotic relationship on public interest campaigns and we assist our clients in getting their messages across to politicians and public bodies. We implement public affairs campaigns for law firms and corporates, putting journalists and politicians together to create public interest campaigns which support our clients' objectives.

REPUTATION MANAGEMENT

Our reputation management team works closely with high net worth individuals, family offices and corporates to protect their reputations, mitigating risks and ensuring public focus on the client's narratives. With increasing scrutiny on the wealthy, powerful and famous, it is vital to have a strong media engagement plan and an awareness of both when and how it is advisable to engage with the press. Our team is also experienced in rehabilitating damaged reputations through carefully managed strategies, including thought leadership campaigns and 'Right to be Forgotten' applications.

ADDITIONAL SERVICES

CRISIS COMMUNICATION

Corporates and individuals sometimes become embroiled in sudden media storms. These are often international in nature, receiving fresh interest from other jurisdictions due to the global news cycle. Your reputation can suddenly be in jeopardy, often for things which you did not cause, and sometimes about which you were not aware until you received an inquiry from a journalist. We help our clients to execute effective PR strategies to manage crisis situations and protect their global reputations, and get their side of the story heard. We are expert in rapidly reading into new matters and preparing a responsive media strategy, and with contacts at all the leading international publications, we are well placed to rapidly repair reputations.

CAMPAIGNS

Clients often come to us with single issue messages which they wish to communicate globally. We develop international thought leadership campaigns to deliver their objectives. Whether involving offensive work against competitors or defensive reputation management, we use the full range of PR, marketing, social media and our in-house design resources to provide the full suite of international messaging. As well as making videos for our campaigns inhouse, we also create assets including campaign websites to form the hub of our communications both externally and to the international media.

DESIGN

How you communicate is often as important as what you communicate, and we have an in-house design studio which handles print, digital and web design tasks for clients, from a new group litigation website to a corporate newsletter or annual report. Our studio designs for law firms, corporates, HNWIs and professional services companies and understands how to appeal to specialist, targeted audiences, as well as supporting litigation teams on public interest and stakeholder campaigns.

"They'll always take the most direct and sensible approach to further the client's interests - they're very focused on the client."

CHAMBERS SOURCE

OUR TEAM

TIM MALTIN
MANAGING PARTNER

CLIVE COLEMAN
SENIOR PARTNER

ARTHUR MALTIN
SENIOR PARTNER

KATRYNNA UY
GENERAL COUNSEL

JIM DONALDSON
NON-EXEC CHAIR

CHRIS GIDIZ
SENIOR PARTNER, U.S.

SOPHIE GREEN
PARTNER

GAETAN PORTAL
PARTNER

GAVIN LUNNING
PARTNER, HEAD OF REPUTATION

REBECCA COFFEE
HEAD OF OPERATIONS

JAMES LYNCH
PARTNER

RORY FITZGERALD
GENERAL COUNSEL

PETER BARRETT
PARTNER

FENELLA MAUDSLAY
PARTNER

GEORGE THWAITES
HEAD OF CORPORATE

ALEX BERRY
HEAD OF DIGITAL

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ANDREW FREEDMAN
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STEPHEN BATEMAN
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JOSH BLOCK
SENIOR PARTNER, U.S.

OUR TEAM

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LIAM GORMAN
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HUGO SOONS
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AMELIA CASCIANI
SENIOR ACCOUNT EXECUTIVE

GARY DEAKIN CBE
HEAD OF DEFENCE & SECURITY

OUR TEAM

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ACCOUNT EXECUTIVE

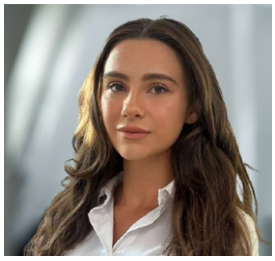
HEATHER PARAYRE
ACCOUNT EXECUTIVE

MADISON ESMAILBEIGI
ACCOUNT EXECUTIVE

EMMA LINDSEY
ASSOCIATE

SAVANNAH SOTTAK
ASSOCIATE

MACY KAY
DIGITAL CREATIVE



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DIGITAL DESIGNER

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DIGITAL CREATIVE

SHANE SOMMERS
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2026 Chambers Top Ranked Litigation Support

Reputation Managers Spear's 500 Top Flight 2026

Top Tier Provider Legal500 Disputes Services 2026

100 Global Leaders in Legal Strategy & Consulting Lawdragon 2026

Featured in the Tatler Address Book Advisory