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MARKETING STRATEGY & IMPLEMENTATION

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*For Immediate Release
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**SHARON BERMAN, PRINCIPAL OF BERBAY CORP. TO
ADDRESS COMMERCIAL REAL ESTATE WOMEN—LA ON MARKETING**

Los Angeles –Sharon Berman, principal of Berbay Corp., a marketing consulting firm specializing in working with professional service firms, will present “Developing Your Personal Marketing Plan,” to Commercial Real Estate Women – Los Angeles (CREW-LA) on July 8, 2008. CREW is a national organization which provides a professional forum for enhancing business development, industry expertise, networking opportunities and personal growth for its members. This marks the second consecutive year that Ms. Berman has been asked to present on this topic.

In this novel presentation, each participant receives a box containing 8-10 tissue-wrapped items each with a number on it and an accompanying outline. As Ms. Berman moves through the presentation, the audience is instructed to open one item at time, and discussion ensues regarding the item’s relevance to an aspect of a personal marketing plan. Audience members learn about the elements of a marketing plan, and how they can develop their own plan.

Ms. Berman has more than 20 years of marketing experience including marketing management positions with an international accounting firm and an investment bank. She has taught Marketing Plan Development at UCLA Extension, and writes regularly on the subject of business development for law firms, financial services, real estate, other professional services and business-to-business marketers.



Berbay Corp. is a marketing consulting firm specializing in working with professional service firms: legal, financial services, real estate, and other professional services. The firm is located at 2001 S. Barrington Ave., Suite 305, Los Angeles, California. The phone is 310/914-4200. The fax is 310/914-4201. The firm's website is www.berbay.com