

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



September 2019



Executing a Successful Press Conference 9 Best Practices

BLOG: Press conferences are a powerful media relations tool when employed strategically. Principal [Megan Braverman](#) shares her top nine press conference strategies for success. [Read More.](#)

Prioritizing Diversity & Communication to Retain Corporate Business Law Firm Marketing Catalyst Podcast



Steve Heinrichs

Chief Legal &
Compliance Officer
Mueller Water Products

Communication and diversity are two of a law firm's most valuable assets. Steve Heinrichs, Chief Legal & Compliance Officer at Mueller Water Products, explains how to cultivate each at your firm: [Listen in.](#)

Catch up on recent episodes:

Enabling Revenue: The Role of Client-Facing Legal Sales



Dawn Sheiker

Director of Client
Relations
Morris James LLP

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Advancing Your Legal Marketing Career Through Mentorship



Clare Ota

Senior Marketing & Business
Development Manager
Bryan Cave Leighton Paisner

LISTEN

Legal Operations: Transforming the Practice of Law



Kristi Gedid

Senior Director of Global
Legal Operations
Mylan

LISTEN



September 18:

Adrian Lürssen, *Co-Founder and VP of Strategic Development for J.D. Supra* and **Jasmine Trillos-Decarie** *Chief Client Service Officer at Stoel Rives LLP*

September 25:

Rick Cohen, *Founder and Managing Partner of Goldberg Segalla*

October 2:

Erika LaCerde, *Business Development Manager at Warner Norcross & Judd LLP*



Uncovering the Truth About Website Marketing 5 Myths Debunked

BLOG: Here are five of the most pervasive website marketing myths and the truth about them: [Read More.](#)



Berbay Awards Marketing & PR Scholarship to Howard University Student

Join us in congratulating the winner of our annual marketing and public relations scholarship program – Ashley Tate, a second-year journalism student at Howard University. [Read More.](#)

Recently We've Talked with Clients About

- The value of investing in *consistent* public relations efforts.
 - The value of a quarterly analysis of leads and sources of business.
 - The importance of being camera-ready for media interviews at any moment.
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Stay Connected

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