

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



DON'T LET THESE SUCCESSION PLANNING MISTAKES DERAIL YOUR FIRM

Drastic change is coming to the legal industry and the best defense you have against it is a strong succession plan. Are you ready?

[COMMON SUCCESSION MISTAKES](#)

LAW FIRM MARKETING CATALYST PODCAST

Celebrates 100 Episodes

We have released just over 100 episodes and we’re celebrating! Berbay is honored to have interviewed so many forward-thinking law professionals and legal marketers. We hope you continue to listen.



BUILDING BETTER CLIENT RELATIONSHIPS

With guest Iris Jones, Chief Marketing & Client Development Officer

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GETTING HIRED BY IN-HOUSE COUNSEL

With guest Jaimala Pai, Vice President, General Counsel & Corporate Secretary

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OVERCOMING REBRANDING CHALLENGES

With guest Rick Cohen, Chief Development Officer

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COMPLIMENTARY IN-HOUSE PRESENTATION

Be your own PR firm and reap the benefits of increased visibility and credibility. In 30 minutes, we'll teach you how to pursue media coverage.

[SCHEDULE A COMPLIMENTARY PRESENTATION WITH BERBAY](#)

HOW TO BE YOUR OWN PR FIRM

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

We've been talking with clients about:

-  How to land media coverage on national broadcast shows like The Today Show or Good Morning America.
-  How to market a win that has confidential aspects to it.
-  Does the media care about elevations and new hires? How you can make it a larger story.



FUELING REVENUE GROWTH FOR PROFESSIONAL SERVICES FIRMS

Berbay Marketing & PR creates the visibility and credibility that fuels revenue growth for law, real estate and financial firms. For almost 30 years, we've implemented results-driven marketing and public relations solutions for our clients so they can concentrate on what they do best—run their firms.



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