

# PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



## Speaking to the Media Can Be Scary, But You Can Overcome It

Talking with members of the press can be nerve-racking and intimidating, even for the most seasoned professionals. Even though it's Halloween, don't get spooked. No matter how your fear manifests, we've helped thousands of professionals overcome these concerns.

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## Berbay is Growing

Seasoned PR professional Alexa Rome has joined the Berbay team as an Account Manager. With nearly a decade of experience, Alexa develops creative and strategic PR and marketing programs for clients.

READ MORE

## Welcome to The Team!



**Alexa Rome**  
*Account Manager*



### A Peek Behind the Curtain: Agency/Client Conversations

*Recently, we've been talking with clients about:*

- How to address professionals' lack of enthusiasm towards firmwide marketing efforts.
- How your marketing and PR can help support recruiting struggles.
- Ways you can leverage a speaking engagement to maximize the marketing value.
- Managing your CRM lists.



### 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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