

October 2016



Creating Visibility and Credibility That Fuel Revenue Growth

Upcoming Webinar: Media Training - Interacting with Media

Speaking to the media is a powerful way to spread your message and position you as an expert, but without the proper training and preparation, it can backfire. Join [Megan Braverman](#) and [Havonnah Johnson](#) for our complimentary webinar on media training Tuesday, November 15, 2016 at 11:00 a.m. PT. Don't get caught unprepared!



[Register now.](#)

Five Essential Tips for Getting the Most Out of Your Online Profiles

Making sure your online profiles are up-to-date and accurate can be a huge part of your web presence, and can be the first introduction between your firm and many potential clients.



[Continue reading.](#)

Going for Gold: Social Media Lessons to Learn from Olympic Athletes

The summer Olympics and Paralympics may be over, but that doesn't mean we can't learn a thing or two from them. Here are a few social media do's and don'ts to help your firm go for the marketing gold.



[Continue reading.](#)

Berbay Marketing & PR Sponsors 24th Annual Marketing Partner Forum

We are pleased to continue our sponsorship of the annual Marketing Partner Forum, which will be held at Terranea Resort in Rancho Palos Verdes, CA on January 25-27, 2017.



The Marketing Partner Forum is designed for marketing and managing partners, in-house counsel, senior-level marketing and business development professionals. The conference is an opportunity for industry professionals to network and expand their knowledge on the evolving trends shaping the legal business environment.

[Register now.](#)

Humble Boastings

This month, our clients:

- Obtained speaking opportunities at South by Southwest (SXSW) 2017.
- Were selected as honorees at the *Los Angeles Business Journal* Leaders in Law Awards.
- Were quoted in *Wall Street Journal*.
- Were recognized as Top Boutique Law Firms by *Daily Journal*.
- Were featured in *Forbes*, *Intellectual Property and Technology Law Journal*, *California Real Estate* magazine, *Lawdragon*, *Law360* and *Family Lawyer* magazine.

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