

December 2016



Creating Visibility and Credibility That Fuel Revenue Growth

Know Your Place: Why Positioning is the Key to Success

Why is it that two firms - whether they're law, real estate or financial firms - operating in the same city and focusing on the same practice area can have wildly different revenue?



[Find the answer here.](#)

Webinar Now Available: Media Training - Interacting with Media

You've landed an interview with the media. What do you do next? In our most recent webinar "Media Training - Interacting with Media," Principal [Megan Braverman](#) and Account Manager [Havonnah Johnson](#) discuss the benefits of media interviews, how to prepare for them and what to do once the interview is complete.



[Get prepared today.](#)

Keep Your Eyes Open for Our 2017 Webinars

- **January:** Marketing Jargon Debunked
- **January:** Highlights from the 2017 Marketing Partner Forum
- **February:** Stop Blocking, Start Connecting: Enhancing Interpersonal Communication
- **March:** The Big Hunt: Tracking Where Leads Come From

- **April:** Highlights from the 2017 Legal Marketing Association Conference
- **April:** How to Be Your Own PR Firm

[View full schedule.](#)



Berbay Marketing & PR Promotes Amy Rossetti to Account Manager

We are pleased to announce that [Amy Rossetti](#) has been promoted to Account Manager. For nearly two years, Amy has played an integral role at Berbay, spearheading marketing and public relations campaigns for clients.

[Read more about Amy and her promotion.](#)



Berbay Sponsors SPIRE's 6th Annual Real Estate & Law Symposium and 24th Annual Marketing Partner Forum

Berbay Marketing & PR has sponsored the [Annual Real Estate & Law \(REAL\) Symposium](#) since its inception, and we are proud to continue the tradition with the 6th Annual Symposium in 2017. Hosted by SPIRE, the half-day event will be held on February 9, 2017 at Stanford University.

We are also 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 conference is an opportunity for industry professionals to network and expand their knowledge on the evolving trends shaping the legal business environment.

Humble Boastings

This past month, our clients were:

- Selected as finalists for *National Law Journal's* Elite Trial Lawyers.
- Ranked on the 2017 "Best Law Firms" List by *U.S. News - Best Lawyers*®
- Featured in *LA Times*, *Bloomberg BNA*, *Law360*, *Variety*, *San Francisco Business Times*, *OC Register*, NBC, KTLA, KTVU and NPR.

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