

FUEL REVENUE GROWTH!



October 2017

How to Hit Your Law Firm PR Out of the Park



Baseball and PR have more in common than you think. If you need to hit your law firm's next campaign out of the ballpark, look to America's favorite pastime for inspiration.

[Read more.](#)

8 Keys to Riding the Wave of Change: LMA Continuing Marketing Education Recap

8 Keys to Riding the Wave of Change:
LMA Continuing Marketing Education Conference Recap



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marketing & pr
turning how? into wow!

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Couldn't make it to the Legal Marketing Association's Continuing Marketing Education conference this year? You were missed, but that doesn't mean you have to miss out on the terrific takeaways. In our recap, Managing Principal [Sharon Berman](#) summarizes 8 key important takeaways for lawyers, firm administrators and legal marketing professionals.

[Read the recap.](#)

[Watch the webinar.](#)

Marketing & Public Relations Scholarship Program



For the third consecutive year, [Berbay Marketing & Public Relations](#) will award a \$1,000 scholarship to a student pursuing a career in the field of marketing and public relations.

[Learn more.](#)

Humble Boastings

Recently, our clients were:

- Selected to *Daily Journal's* Top 100 Lawyers in California, *National Law Journal's* Winning Litigators, *Daily Journal's* Top Boutiques and *The Recorder's* Top Verdicts and Settlements.
- Interviewed on Fox News and published in *Billboard*, *The Hollywood Reporter*, *U.S. News*, *Washington Post*, *SF Chronicle*, *Seattle Times*, *KDWN*, *Atlanta Journal*, *Lawyer Monthly*, *Construction Drive*, *Westlaw* and *Legal Tech News*.

We also:

- Obtained opportunities for clients to give MCLE presentations in-house at law firms.
- Worked with a client to deliver the seventh in an ongoing webinar series.

Recently We've Talked With Clients About:

- Creating a marketing and business development program for associates.
- What to bring to the table as the "new guy" on an established conference committee.
- Capturing business in emerging practice areas related to current expertise.

Stay Connected



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