

# FUEL REVENUE GROWTH!



December 2017

## How to Be Great in Law, Leadership & Legal Marketing: Insights from LMA's Southwest Region Conference



The Legal Marketing Association Southwest Region conference provided thought-provoking and actionable insights for lawyers, legal administrators and marketing professionals to take back to their firms. For the benefit of anyone who wasn't able to attend, the following recap and webinar by Managing Principal [Sharon Berman](#) features key takeaways from each speaker.

[Watch our webinar.](#)

[Read the recap.](#)

## 8 Keys to Riding the Wave of Change

The LMA West Region Continuing Marketing Education conference "Nexus of Change" underscored marketing's position at the core of rapid changes taking place in law firms. Within this were eight key takeaways to riding the wave of change:

- 1 BE A CHAMPION FOR CHANGE**  
Instead of doing what's always been done, start emphasizing getting it done the right way using the tools on hand – operations, talent, technology and financials.
- 2 HAVE A CRISIS PLAN IN PLACE**  
Own the narrative and get ahead of the issues. If a crisis does occur and you don't have all of the answers, be transparent.
- 3 OWN THE NARRATIVE AND GET AHEAD OF THE ISSUES**
- 4 BE TRANSPARENT**
- 5 BE A CHAMPION FOR CHANGE**
- 6 HAVE A CRISIS PLAN IN PLACE**
- 7 OWN THE NARRATIVE AND GET AHEAD OF THE ISSUES**
- 8 BE TRANSPARENT**

The "Nexus of Change" conference, hosted by the Legal Marketing Association's West Region, underscored marketing's position at the core of rapid changes taking place in law firms. Within this were eight key takeaways to riding the wave of change.

[Read more.](#)

## Berbay's Scholarship Program - Deadline December 1st



Do you know a student pursuing a career in the field of marketing and public relations? For the third consecutive year, [Berbay Marketing & Public Relations](#) will award a \$1,000 scholarship. Apply now! Deadline is December 1st.

[Learn more.](#)

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## The Most Valuable Business Strategy? Gratitude.



Gratitude is the key to strengthening old relationships and developing new ones. You don't need to make a grand gesture, saying thank you is powerful. If you'd like to bring a little more gratitude into your work life, here are some people who probably "thank you!"

[Read more.](#)

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## Upcoming Events - Hope to See You There!



**Providing education and networking opportunities for legal professionals**

[Learn more.](#)



**Supporting the advancement of women leaders in the legal industry**

[Learn more.](#)

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## Humble Boastings

Recently, our clients were:

- Selected to *National Law Journal's* Winning Litigators, *Daily Journal's* Top Boutiques, *The Recorder's* Top Verdicts and Settlements
- Published in *Los Angeles Business Journal*, *The Recorder*, *CBS MoneyWatch*, *Claims Journal*, *San Francisco Chronicle*, *Intellectual Property Law360*, *Digital Music News*, *Music Business Worldwide*, *Intellectual Property Magazine* and *New York State Bar Journal*.

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## Recently We've Talked with Clients About:

- Analyzing 2017 successes and creating even more in 2018.
  - Repurposing topics from conferences into blogs and bylined articles.
  - Creating a 2018 master marketing calendar to maximize opportunities.
  - Adding complementary practices to diversify a firm's client base.
  - Coaching younger associates on business development initiatives.
  - Attracting more class members to a large-scale class action matter.
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Stay Connected



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