

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



June 2019

Hot Takeaways from the 2019 Legal Marketing Association Annual Conference

April 8-10, 2019
Atlanta, GA



Sharon Berman
Managing Principal
Berbay Marketing & PR

Accelerate Your Marketing Efforts *Strategies from the 2019 LMA Conference*

WEBINAR: Managing Principal [Sharon Berman](#) recaps thought-provoking and actionable information from the Legal Marketing Association conference, including how to form a new niche practice. [Watch Now.](#)

Marketing and Business Development in the 21st Century *Law Firm Marketing Catalyst Podcast*



Larry Kohn
President
Kohn Communications

There's a pervasive myth that sales can't be learned. Larry Kohn, president of Kohn Communications, busts that myth and provides recommendations for lawyers who feel stuck in their business development efforts. [Listen Now.](#)

Catch up on recent episodes:

Raising the Bar for Successful Conference Programming with This Year's LMA Annual Conference Co-Chairs



Erin Corbin Meszaros
*Chief Business Development
& Client Service Officer*
Eversheds Sutherland

Andrew Laver
Business Development Manager
Buchanan Ingersoll & Rooney PC



Making the Culture Shift to Firm-Wide Business Development

David Freeman
Founder
Law Firm CultureShift®



Promote Yourself by Promoting the Successes of Others

Jessica Jaramillo
Marketing Director
Ireland Stapleton Pryor & Pascoe, PC



Switching Practice Areas? 4 Ways to Make It Happen

BLOG: If you're thinking of changing your practice focus, don't be afraid to follow what you're passionate about. Here are four ways to help make the leap. [Read More.](#)



Annual Marketing & PR Scholarship Now Accepting Applications

For the fifth consecutive year, we will award a scholarship to a student pursuing a career in marketing and public relations. If you or someone you know is interested in applying, please [click here](#).

Recently We've Talked with Clients About

- The importance of internal communication and best practices for distributing firm news and successes.
- How to multiply the promotional power of a published article.
- The pros and cons of responding to negative articles about your firm.
- The *Chambers and Partners* nomination process and how to select cases with key partners for submission.

Stay Connected

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