

PROPEL YOUR FIRM FORWARD

LEGAL | REAL ESTATE | FINANCE



January 2020



Add Value to Your Law Firm's PR Efforts 5 Reasons to Contribute Bylined Articles

BLOG: Why should attorneys author an article they aren't getting paid for? Here are five reasons bylined articles are a beneficial and cost efficient way to increase your firm's PR efforts: [Read More.](#)

Teaching Lawyers to Think Like Business Owners Law Firm Marketing Catalyst Podcast



Clare Block
Director of Business
Development
Fox Rothschild LLP

Increasingly, in-house legal marketing and business development professionals are looking to move to frontline sales. Clare Block recommends how to get the right kind of training to develop necessary sales skills. [Listen in.](#)

Catch up on recent episodes of the Law Firm Marketing Catalyst Podcast:

Leveraging LinkedIn as a Powerful
Business Development Tool



Brynne Tillman
CEO
Social Sales Link

LISTEN

Legal Procurement:
Understanding What the Buyer
Wants to Win RFPs



**Dr. Silvia Hodges
Silverstein**
CEO
Buying Legal Council

LISTEN

Embracing Technology &
Innovation to Effectively Deliver
Legal Services



Gabriel Teninbaum
Legal Technologist & Professor
Suffolk University Law School

LISTEN



January 29:

Keith Donovan, *Managing Partner & Chair of the Executive Committee at Morris James*

February 5:

Kira Sandmann, *Vice President of Marketing for Brown Gibbons Lang & Company*

February 12:

Valerie Fontaine, *Partner at SeltzerFontaine*



Will the Media Care? The Case for Releasing Even "Small" Firm Announcements

BLOG: If your announcements aren't getting picked up by the media, you may be wondering whether you should bother continuing to distribute them. The answer is a resounding yes, though it is important to have reasonable expectations for coverage. [Read More.](#)



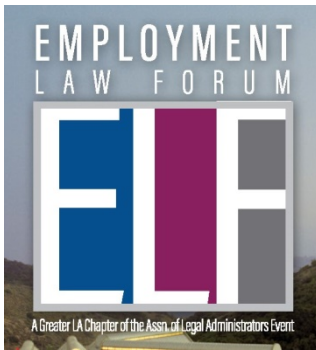
National Law Review Names Megan Braverman a 2019 Go-To Thought Leader

Principal [Megan Braverman](#) has been recognized as a 2019 NLR Go-To Thought Leader for her contribution of legal and business marketing articles, including a series on working with millennial lawyers. [Read More.](#)



25 Years of Turning How? Into Wow!

Berbay Marketing & PR is celebrating 25 years of creating the visibility and credibility that fuels revenue growth for our clients in law, finance and real estate. We thank our clients and employees, past and present, for their support and dedication, which has contributed to our success since 1995. We look forward to our next 25 years!



GLA ALA 2020 Employment Law Forum

A longtime supporter of the Greater Los Angeles Association of Legal Administrators, [Berbay Marketing & PR](#) will once again be exhibiting at the Annual Employment Law Forum on February 7. Stop by our booth to learn about ways you can boost your firm's public relations efforts.

Recently We've Talked with Clients About

- Best practices for promoting and hosting a webinar series.
- The importance of referee response rates for Chambers rankings.
- When to decline an interview opportunity.
- The pros and cons of advertising on different social media platforms.

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