

Nine Marketing Resolutions for 2016

Making New Year's resolutions has fallen by the wayside. Because "resolution" isn't just something you make in December (and break in January). Resolution means courage, dauntlessness, steadfastness--among other qualities many professionals would like to ascribe to their marketing and business development.



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Upcoming Conferences

This year is full of opportunities to stay on the leading edge. These conferences can help you do that.

[Avvo Lawyernomics 2016](#)

April 7 - 9, 2016 | Las Vegas, NV

[Legal Marketing Association Annual Conference](#)

April 11 - 13, 2016 | Austin, TX

[Association for Accounting Marketing Summit](#)

May 3 - 6, 2016 | New Orleans, LA

[Association of Legal Administrators Annual Conference & Expo](#)

May 22 - 25, 2016 | Los Angeles, CA

[Legal Sales and Service Organization 2016 RainDance Conference](#)

June 7 - 8, 2016 | Chicago, IL

[Legal Marketing Association Technology Conference Mid-West](#)

June 23, 2016 | Chicago, IL

[Legal Marketing Association Technology Conference Bay Area](#)

October 5 - 6, 2016 | San Francisco, CA

[Association for Corporate Growth Business Conference](#)

October 5 - 6, 2016 | Los Angeles, CA

Save the Date! Upcoming Webinar

Cliff Notes™

from

Marketing Partner Forum

Complimentary Webinar

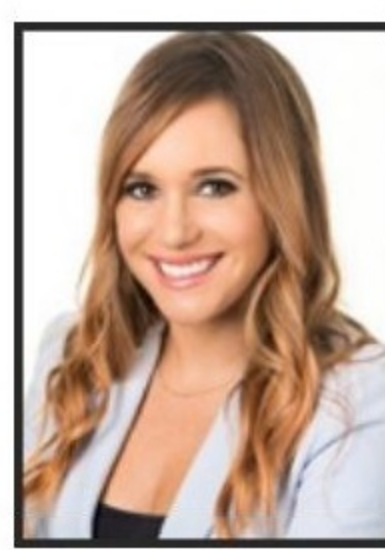
Date:

Thursday

February 11, 2016

Time:

11:00 AM PT



Attorneys and marketers alike are always attuned to keeping their law firm profitable and expanding the ever-evolving world of business development.

This year's 23rd Annual Marketing Partner Forum discussed the transformative value of those areas.

Couldn't make it this year? Don't worry. Senior Account Manager [Megan Braverman](#) is recapping this years MPF's highlights.

[REGISTER NOW](#)

Missed Our Latest Webinar?

You're Not Old.

Why Should Your Marketing Be?

If you missed our latest webinar, click on the link below to listen to Principal [Sharon Berman](#) discuss what makes marketing look old, the five things you can do to rejuvenate your marketing, and how your online marketing can make you feel 10 years younger.

[Listen...](#)

Marketing Actions You Can Take Right Now



Your business, no matter what profession you're in, rises and falls on numbers. Numbers permeate everything you do and think about. What are my sales and gross profits? How many deals do I need to close to increase revenue? How many clients do I have right now? It's all a numbers game.

The numbers boil down to marketing and business development--generating leads and filling your sales pipeline. While there is no magic bullet when it comes to generating leads, there are proven strategies and practices that will maximize the return on your marketing efforts.



[Read Article](#)

Control Your Branding, or Let Circumstances Brand You



Branding is more than your name -- it's what your company stands for, especially in tough times. It should constantly be the focus of management, and the message is the same for any service business:

You should push your brand every chance you get.

What's a discussion on markets without marketing?

A two-day conference for female leaders of business and finance focused on the business of alternative investments -- private equity, venture capital, hedge funds, real estate, real assets and emerging markets. The [Women's Alternative Investment Summit](#) also included a panel on branding your financial services firm. The repeated message was that you must make sure clients and consumers know who you are.

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GLA ALA Employment Law Forum - January 30, 2016

ALA Annual Conference & Expo - May 22-25, 2016

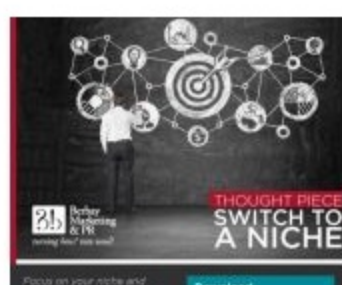
LMA Technology Conference Mid-West - June 23, 2016

LMA Technology Conference Bay Area - October 5-6, 2016

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