



Adhi Reza  
416-865-9500 Ext. 363  
areza@litigate.com

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# Marketing and Business Development Strategies: Positioning Your Firm for Success

Adhi Reza presented at the Legal Marketing Association's 2024 International Conference in San Diego. As part of the pre-conference program titled *Small Budget, Big Impact: Cost-Effective Tools and Sustainable Strategies*, Adhi shared how to enhance a law firm's strategic approach to marketing and communication to make the most impact.

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<https://lma24.legalmarketing.org/Program/Detailed-Program?session=9b4b10b5-23e5-4574-8e0c-9c29d7aafe1b>