

Attaining – and Keeping – Your Seat at the Table

Law firms are turning to legal administrators to help partners navigate the unprecedented economic obstacles that are impacting the entire profession. In turn, administrators are earning more than recognition; they are earning and keeping seats at the senior management table by contributing to their firms' growth and longevity.

This 1 1/2-hour lunchtime presentation shares proven techniques for ways in which legal administrators and law firm managers can earn the trust of the partnership and organically spotlight their contributions.

Topics Include

- Taking Initiative
- Preparing for Performance
- Building Trust
- Embracing Education
- Engaging Your Peers and the Partners
- Marketing Dynamically in a Downturn
- Leading for the Long-term
- Maintaining Your Seat
- Looking Ahead

About Ari Kaplan



Ari Kaplan is the author of the Amazon.com bestseller *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development* (Thomson-West, 2008), which the New York Law Journal called "a must-have treasure box of marketing ideas." He practiced law with large firms in New York City for nearly 9 years and has been recognized in The Wall Street Journal's Law Blog, the Houston Chronicle, the ABA Journal, Above the Law, the National Jurist, the Chicago Lawyer, the

California Recorder, the Miami Herald, the New York Post and other publications.

As the principal of Ari Kaplan Advisors, he provides career guidance and business development training. He has published over 150 articles, served as a legal commentator for CNET Radio and has been interviewed on CNN. He received Apex Awards in 2007 and 2008 for feature writing and was named a "Law Star" by LawCrossing.



Impact

"Thank you so much for the incredible presentation. We felt extremely lucky to host you and have you share such valuable information with our students and alums."

**- Misae Nishikura, Esq., Asst. Dean for Career Development
University of Denver Sturm College of Law**

"You were an amazing speaker."

- Joy Riddle, J.D. Candidate 2010, Phoenix School of Law

"I heard your presentation at the ILSL Conference and was inspired. Thank you!"

**- Karin A. Roberts, Litigation Support Specialist
Hall, Render, Killian, Heath & Lyman, P.C.**

"Without having met you, I know I would not have taken the initiative to start certain projects. Thank you for the inspiration and insightful suggestions."

- Associate, Foley & Lardner