

## Keynote Presentations, Programs and Workshops

### Why Choose Ari Kaplan For Your Next Event?

Ari Kaplan has been described as “an amazing speaker,” “inspiring,” “informative” and “hilarious.” Attendees identify with his honest approach to marketing, career guidance and business development. He has tried and can provide feedback on the techniques that he discusses. Kaplan is a respected, well-published and often-quoted authority in the areas of career and business development, as well as the application of technology to modern marketing. He provides strategic and cost-effective suggestions for immediately transforming each audience member’s perspective, profile and practice. Kaplan spent nearly nine years with large firms and understands the delicate balance between self-promotion and practicing law. He has interviewed hundreds of individuals on related topics and brings those perspectives to bear in each of his programs.



*“It was a pleasure to meet you and I enjoyed your presentation very much – quite inspirational!”*

*– John Wilson, John Wilson Partners  
Attorneys-at-Law & Notaries Public (Colombo, Sri Lanka)*

### Redefine Your Practice By Reaching Out to Your Peers and Prospects

This presentation is about leveraging the power of the networks of those in your network. In the modern era of creating opportunity, successful individuals find ways to reach out to their target audience on a broad scale and enlist the help of those in their network to genuinely assist them in that regard. They do this using social media tools, strategic media positioning and dynamic networking. Those who can develop relationships with local bloggers, podcasters, “tweeters,” newspaper writers, magazine editors, or broadcast producers will find ways to enhance their profile more easily.

### Get Connected By Getting Published

This lunchtime program teaches lawyers and other professionals the mechanics of getting published. Attendees will learn techniques for using writing for business development. The presentation guides participants through the process of developing a story idea, conveying it to a magazine or newspaper, navigating institutional policies, working quickly while meeting client responsibilities, capitalizing on related opportunities, building a network and finding enjoyment in their pursuits, among others. CLE accredited in New York, Georgia, Texas, and Arizona, among other states.

### Recovery, Renewal & Reinvention – Navigating the Next Decade

Driven by the dramatic shift in the manner in which lawyers practice, value their effort, and deliver their services, there is a new model of creating opportunity, rather than simply making rain, that will propel the profession forward. It is a culture supported by collaborative tools, a flatter global landscape and an increasingly rapid pace of legal analysis. This program guides participants through the catalysts for the change and the techniques and tools they can use to reinvent their profiles and practices in the recovering economy.

### Stand Out in a Stagnant Economy

This workshop incorporates themes from the Amazon.com bestseller, *The Opportunity Maker: Strategies for Inspiring Your Legal Career through Creative Networking and Business Development* (Thomson-West, 2008). It offers instructions for harnessing the power of building organic relationships, becoming involved in the community and generating opportunities to distinguish yourself in the downturn. Attendees will learn how to grow, build and communicate with a sphere of influence. They will also identify proven techniques for establishing a strong reputation, engaging in dynamic networking and honing their potential for business and career development.

## 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 legal administrators and law firm managers can adopt to earn the trust of the partnership and organically spotlight their contributions.

## 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.



*"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 Devel. Univ. of Denver College of Law**

## The Ethics of Modern Marketing

Legal marketing has experienced a dramatic increase in popularity; however, it is still unclear to many practitioners which activities are ethically responsible and which can lead to practice pitfalls. This program will help attendees identify the ethical issues associated with a variety of modern marketing techniques ranging from social media strategies and publishing to email marketing and broadcasting using novel technology.

*"I heard your presentation at the Int'l Litigation Support Leaders Conference and was inspired. Thank you!"*

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

## Where has Ari spoken?

### Law Schools

- Appalachian School of Law
- American University College of Law
- Arizona State University College of Law
- Brooklyn Law School
- Barry University School of Law
- Chapman Univ. School of Law
- Chicago-Kent College of Law
- Georgia State Univ. College of Law
- Harvard Law School
- Howard University School of Law
- John Marshall Law School
- Marquette University Law School
- New York Law School
- Phoenix School of Law
- SMU - Dedman School of Law
- Stanford Law School
- St. John's University Law School
- Tulane University Law School
- University of Arizona School of Law
- UCLA School of Law
- University of Denver College of Law
- University of Houston Law Center
- University of Texas School of Law

### Law Firms

- Akin Gump Strauss Hauer & Feld
- Dickstein Shapiro
- Foley & Lardner
- Gardere Wynne & Sewell
- Greenberg Traurig
- Kaye Scholer
- Patton Boggs
- Pepper Hamilton
- Shearman & Sterling
- Waller Lansden Dortch & Davis
- Wiley Rein
- Wilmer Hale
- Wilson Sonsini Goodrich & Rosati
- Winston & Strawn

### Organizations

- Brooklyn Bar Association
- Employers Counsel Network
- Int'l Litigation Support Leaders
- Juriscape
- Louisiana State Bar Association
- Maricopa County Bar Association
- Masters Conference
- Nassau County Bar Association
- New York City Bar Association
- New York County Lawyers Assoc.
- Pima County Bar Association
- TrialGraphix

## Press Coverage

- *ABA Journal*: Selfless Self-Promotion
- *ABA Student Lawyer*: State of the Summer Program
- *ABA Young Lawyer*: What I Did Over My Summer Vacation
- *Above the Law*: Notes from the Breadline - Let My Inspiration Flow
- *Chicago Lawyer*: Around the Watercooler: The Opportunity Maker
- *Houston Chronicle* (cover of Business section): Author Says Lawyers Need Networking Updates
- *IOMA Compensation & Benefits for Law Offices* (cover story): Ari Kaplan's Angle on Business and Professional Development
- *GP Solo*: Small Marketing Steps with Big Impact
- *Long Island Business News*: Recession Creates Crowded Field for Job Hunting Lawyers
- *Miami Herald*: Lawsuits Made Simple
- *National Jurist*: The Opportunity Maker
- *National Law Journal*: Marketing: The Missing Link to Partnership
- *New York Law Journal*: Author Suggests Successful Business Ties Built Through Civility, Creativity
- *New York Post*: Some Corporate Counsel
- *Wall Street Journal Law Blog*: Make Yourself Useful: A Chat about Job-Getting with Ari Kaplan

## Published Work

- *ABA Law Practice*: Niche to Meet You: Tips for New-Breed Opportunity Makers
- *American Lawyer Student Edition*: Get Noticed
- *Law.com*: Tap Your Creativity if You're Considering a Second Career Beyond Law
- *LawFuel* (New Zealand): How Lawyers Can Remain Relevant in a Recession
- *Legal Assistant Today*: Seven Ways Legal Assistants Can Shake Up Their Self-Marketing
- *Legal Management* (publication of the Association of Legal Administrators) \*cover story: Attaining - and Keeping - Your Seat at the Table
- *Marcasur* (Uruguay): Finalice el Verano Empezando a Crear Oportunidades Este Otono
- *National Law Journal*: Guarantee Yourself an Interview and an Opportunity
- *National Law Journal*: Tap Summer Associates' Web 2.0 Savvy
- *New Jersey Law Journal*: Summer Associates Can Stand Out by Balancing Fear With Enthusiasm
- *New York Times "The Local" Blog*: Give, And Survive the Recession
- *Strategies* (publication of the Legal Marketing Association): Digitally Distinguishing Yourself in the Downturn
- *Without Prejudice* (South Africa): End the Winter By Beginning to Create Opportunity This Spring