

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 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 2010, 2008 and 2007 for feature writing and was named a "Law Star" by LawCrossing.



Impact

"The feedback from your presentation was wonderful and I look forward to having you again in the future."

**- Diana Fowler, Administrator,
Wilson, Cribbs & Goren, P.C. (Houston, TX)**

"We received a lot of great feedback from the attendees and I thought it was fantastic!"

**- Kimberly Swetland, Director of Administration,
Harris Beach PLLC (New York, NY)**

"Your presentation to the First State ALA Chapter was entertaining and your tips/suggestions were very practical. Thanks!"

**- Jennifer Smuts, Director of Marketing & Business Dev.,
Connolly Bove Lodge & Hutz LLP (Wilmington, DE)**

"I really enjoyed your presentation yesterday, it was terrific, thank you so much!"

**- Pamela Brown, Administrator,
Davidson, Dawson & Clark LLP (New York, NY)**

