

Tech-savvy author embraces new law of being connected

Sophie Foster

WHEN lawyer and business adviser Ari Kaplan flew 15,500km across the globe to Brisbane from New York last week, he did so knowing he would have one thing in common with at least three other people here.

Coming to a city to which he'd never been and in which he knew no one, the guest speaker at the Australian Legal Practice Management Association national summit scoured his LinkedIn network and found three people who were alumni of his George Washington University Law School - one of whom he matched schedules with to meet for coffee while in Brisbane.

"No one seems to think to do that," he told *The Courier-Mail*.

But, Mr Kaplan said, with legal practice and other professional services changing radically due to technology and shifting customer preferences, it was essential that those in the industry were savvy to online trends and real-world potential.

"Social media is a way to keep in touch without being too intrusive," he said.

He's even written a book about it, *Reinventing Professional Services: Building your Business in the Digital Marketplace*, in which he declares: "Just because the rules of the game have changed, there's no reason that the intelligent, adaptable businessperson cannot continue to excel."

He advised professionals to ensure they were in the midst of areas of the web where their customers interacted, and to shift to tools their customers and peers preferred.

LINKED IN: New Yorker Ari Kaplan connected with social network friends while in Brisbane for a law summit.

Picture: Philip Norrish

