

# SEMINAR NOTICE



THE KENYA SCHOOL OF LAW

## COURSE: BUSINESS DEVELOPMENT AND BRANDING FOR YOUNG LAWYERS

(3 LSK CPD POINTS)

**DATE:** 14<sup>th</sup> – 16<sup>th</sup> October, 2024  
**VENUE:** Kenya School of Law- Karen, Nairobi  
**THEME:** *“Personal Brand Management”*

### ABOUT THE COURSE

The School has customized this course to empower young advocates to establish their practice and build their brand so as to effectively contribute towards the efficient delivery of legal services through the promotion of compliance with procurement law and regulations as they discharge their oversight mandate in the public procurement sector.

### INTENDED PARTICIPANTS

The course is recommended for Advocates in private practice, eager to learn how to set up their practice or boost their brand visibility. It is also beneficial to in-house counsel in State and private corporations who would want to build and develop their personal brands.

### INTENDED OUTCOMES

By the end of the course, it is expected that the participant will be able to –

- a) Identify and analyze different client acquisition and retention techniques.
- b) Set up strategic brand management processes.
- c) Create a personal brand that reflects individual strengths, values, and expertise.
- d) Develop and implement a personal branding plan, including online presence, networking, and thought leadership.
- e) Build effective networking strategies to build and maintain professional relationships.
- f) Improve skills in client communication, including pitch presentations.
- g) Create and manage a professional online presence, including a law firm website and social media profiles.

**CERTIFICATES:** A certificate of attendance and participation will be issued to each participant who attends the entire course.

**YOUR INVESTMENT: Kshs. 35,100** inclusive of VAT and registration fee (*covers tuition fees, course materials, stationery, lunch and refreshments*).

**CPD POINTS:** Members of the Law Society of Kenya who attend and complete the training will be entitled, on payment of extra 1,000.00 to be awarded 3 CPD points. Payment of this sum shall be effected during the training, as will be directed by the organizers of the training.

### **APPLICATION PROCESS**

Application should be made **ONLINE** through the platform. Please log at: <https://services.ksl.ac.ke/web/> login sign up and register for the course. Fees should be deposited in the School's account: **Account No. 202 2029 110 Absa Bank PLC, Absa Plaza Branch, Nairobi, Kenya** and the bank slip or evidence of electronic funds transfer presented to the Finance Office, Karen. Please note that your registration and proof of payment should be complete by **7<sup>th</sup> October 2024**, to enable us to adequately prepare for the course.

### **Contacts:**

For any query, contact the Course Coordinator, Ms. Sandra Soi on [ssoi@ksl.ac.ke](mailto:ssoi@ksl.ac.ke), or Jacqueline [jacqueline@ksl.ac.ke](mailto:jacqueline@ksl.ac.ke) and Christine [cmwanza@ksl.ac.ke](mailto:cmwanza@ksl.ac.ke).



Isaac S. Kuloba

**FOR DIRECTOR /CHIEF EXECUTIVE OFFICER**



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