

# TRAINING NOTICE



THE KENYA SCHOOL OF LAW

## **COURSE: NICHE PRACTICE TO GLOBAL BRAND: STRATEGIES FOR SPECIALIZATION IN THE LEGAL MARKET**

(3 LSK CPD POINTS)

**DATE: 13<sup>th</sup>- 15<sup>th</sup> April, 2026**  
**VENUE: KSL- Karen, Nairobi**

### **ABOUT THE COURSE**

In the ever evolving legal market, advocates have no choice but to distinguish themselves and their practice. The School has customized this course to empower young advocates in establishing a global brand and to also contribute effectively and efficiently towards the delivery of legal services. Participants will learn what make them a cut above the rest. They will interact with professional who have specialized in brand distinction.

### **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. 35,000** 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 **13<sup>th</sup> April, 2026** 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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