

THE BAR ASSOCIATION OF SAN FRANCISCO

The ADR Department of The Bar Association of San Francisco presents



Want a Thriving Practice as a Mediator or Arbitrator?

Advanced Marketing Training for Neutrals

**Friday,
November 13, 2026**

Virtual Program: 9:00 a.m. - 12:00 p.m.
Optional Lunch Discussion: 12:00 p.m. - 1:00 p.m.

****Participatory live online training -
not a webinar***

Topics

- Come learn the proven system you too can use to become a successful neutral, even if you're not sure where to start.
- Learn Ron's effective formula for shaping your image and outreach, converting contacts into real paying cases, and building your long-term referral network.
- Extensive sample marketing materials provided.
- Offered only once a year.



Ron Kelly, a principal architect of California mediation law, is the co-founder of two of California's main ADR professional organizations. He has been honored with ten ADR awards for his work in building the field. Mediating since 1970, arbitrating since 1986, he has trained thousands of lawyers, judges, government officials, and business professionals on four continents. His training materials are licensed and used around the world.

Ron Kelly has helped hundreds of aspiring neutrals become successful mediators and arbitrators.

Please register early! Materials will be provided early for review prior to the training. You're encouraged to develop, share, and get feedback on your own marketing materials.

No MCLE provided.

Location

Zoom

Cost

\$195 BASF Members
\$245 Nonmembers

Pre-registration is required.

**BASF MEMBERS:
BE SURE TO LOGIN TO GET YOUR
DISCOUNT!**

Special Requests:

People with disabilities should contact BASF regarding reasonable accommodations at adr@sfbars.org.

Event Code ADR262040

[REGISTER ONLINE](#)