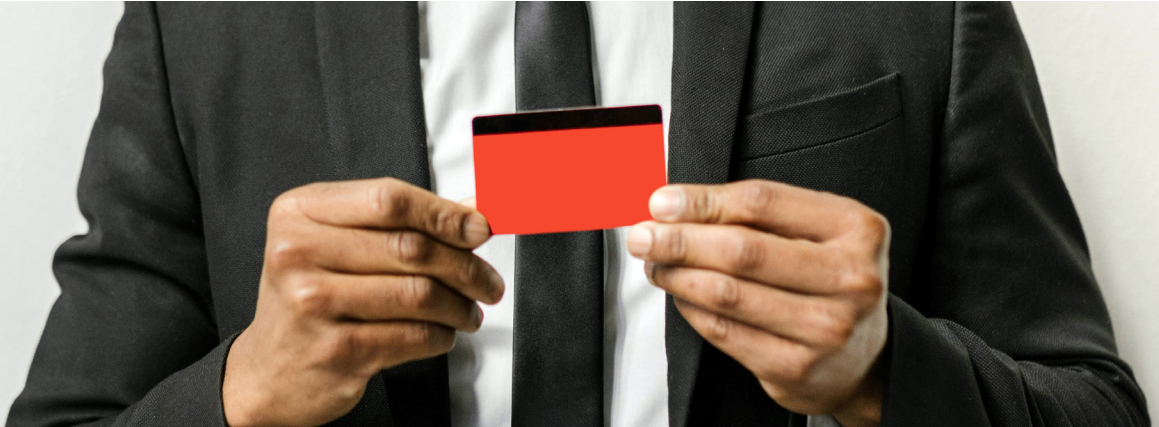


Building Your Personal Brand in International Arbitration



“Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.”

— Jason Hartman

In a highly competitive field like international arbitration, technical expertise is essential—but it’s no longer enough. To truly stand out, practitioners must also craft and communicate a strong personal brand.

But what does personal branding mean in today’s digital age? What are the essential components of a successful brand? How can you showcase your unique selling point (USP) at different stages of your career? And how do you remain visible, credible, and relevant in an ever-evolving industry? Your personal brand reflects how the market perceives you: your expertise, your values, and the unique contributions you bring to the table. Defining your USP is crucial to building visibility, earning trust, and positioning yourself for future opportunities.

This panel will offer candid, practical guidance on how to shape and strengthen your personal brand. Our diverse speakers will share their experiences and strategies—from raising your profile through publishing and speaking, to growing a purposeful network and using social media as a tool to support your long-term goals. Together, we’ll explore how to build a reputation that reflects not only what you do, but who you are—and where you’re headed.

The discussion will be followed by a cocktail networking reception, generously sponsored by DLA Piper—an opportunity to meet new members of the Ciarb Thailand Branch, connect with peers, and engage with the arbitration community in a relaxed and welcoming setting.

Date: Thursday, 24 April 2025

Time: 18:00 – 19:30 (GMT+7 | BKT)

Format: Hybrid

Venue: DLA Piper (Thailand) Limited, One City Centre, 48th Floor, Units 4801–4805
548 Ploenchit Road, Lumpini, Pathum Wan, Bangkok 10330, Thailand

Registration:

ICC YAAF & Ciarb: Building Your Personal Brand in International Arbitration | Events2Go.

Moderator: Prin Laomanutsak, Associate, DLA Piper (Thailand)

Speakers:



Yuankai Lin
Partner,
RPC Singapore



Sarocha Thongperm
Partner, The Capital
Law, Ciarb Thailand
Branch Secretary



Kunadha Gajaseri
Senior Associate, Watson,
Farley & Williams, ICC YAAF
Representative, South Asia



Tatiana Polevshchikova
Counsel, Dyakin,
Gortsunyan and
Partnerse



Dr. Vanina Sucharitkul
Partner, Rajah & Tann,
Ciarb Thailand Branch Chair,
Former ICC Court Member



Prin Laomanutsak
Associate, DLA Piper
(Thailand)

Event Co-organiser:



Venue and Cocktail Sponsor:

