#WorldLawDebate

THE GREAT WORLD LAW DEBATE

AGENDA 2021

THE POWER OF NEW THINKING

ORGANIZED BY World Law Alliance™

WHERE THE GIANTS OF LAW ASSEMBLE

The Great World Law Debate is the world's ongoing Legal Debate. Bringing the legal industry together with all stakeholders, world-wide.

At #GWLD, the brightest minds, trailblazers and policymakers engage as we constantly unfold the future of law.

A place for discovering and getting inspired by what's new, #GWLD is Industrys' never-to-miss unique congregation of lawyers, in-house counsel, business leaders, heads of organizations, dispute resolvers, arbitrators, mediators, business leaders, corporate executives, judges, academics and dispute management and administration innovators.

5000+
Attendees

200+
Hours of Content

100+
Keynotes

80+
Countries

100000+
Captive Audience

200+
Speakers

#GWLD AGENDA 2021

WHERE THE WORLD'S INNOVATORS CONVERGE

ORGANIZED BY World Law Alliance™

MAKE #GWLD EVENTS, YOUR YEAR-LONG MARKETING EVENT.

#GWLD draws a global audience across key industries, specialisms and practices. It is a powerful opportunity for sponsors to position themselves as leaders in the world's most innovative legal ecosystem. Connect with your clients in a whole new way. Join us at #GWLD and together we'll blaze a path to success.

#GWLD is an experience like no other. It is where customers, partners, employees and thought leaders come together for inspiration, imagination, and innovation.

#GWLD events are accelerators for everyone in the legal Industry. Influencers get a glimpse into the future and a deep dive into incredible connected customer stories. Businesses and prospects get essential insights, new ideas, and countless networking opportunities.

Law firm partners, general counsel and business leaders get together to learn and make major decisions. Our ecosystem of partners leverage #GWLD to announce new products, and gain major traction.

AGENDA 2021
KEY THEMES

The #GWLD Agenda 2021 topics are divided into12 Broad Key Themes.

WHAT'S IN IT FOR YOU?

Sessions and interactions filled with inspiration, insights, connections & transactions.

Get a power-packed experience where connections are real and opportunities are endless that will help you innovate, succeed, and stay ahead of the competition.

As a modern world professional and practitioner, your participation in #GWLD is a must. It puts you in front of the eyes and ears of the globe. There's no better place to engage with the community, establish your presence, build buzz and drive demand.

Gain maximum interaction with peers and colleagues.

Our talks are followed by facilitated discussions, whereby participants discuss what they know now that they did not know before the session started and how to apply these lessons to their own organizations.

ATTEND / PARTICIPATE

WHY ATTEND?

Find solutions to your specific issues. Learn how to tackle your own issues through strategic interventions and innovative mechanisms. You'll leave with specific skills and strategies you can put to work immediately.

Network with a purpose. Learn from how legal solutions are woven into broader systems, rules and procedures of an ecosystem.

Discuss cooperation opportunities. Guided networking activities add value and make it not to ever miss opportunity by leaders.

Spend face-to-face time with top practitioners across categories. Top practitioners and industry experts will reveal how they use new thinking to solve their most pressing challenges. General Counsel and other in-house and out house thought leaders will share inspirational approaches that drive success.

Learn from the greats. See and hear how the global ecosystem and its integrated solutions are changing the game of law.

Be among the first movers. Be the first to find compatible partners and move in the category. Lead the latest trends and developments in law.

Make the most of every opportunity. #GWLD will give you the inspiration, tools, and know-how to find and maximize every opportunity so you can increase your impact.

Attend 30+ sessions live or on-demand, network with 1000+ peers from around the globe, and gain insights from Leaders.

#GWLD delivers an unparalleled experience that produces actionable connections, ideas and relationships. An event that helps professionals to drive real growth.

PARTNER / SPONSOR

Give your brand a presence and exposure at one of the biggest and fast growing legal industry events. Promote your messages, brands and ideas before, during or after the event.

Gain captive attention from thousands of professionals and other stakeholders through our marketing, promotion and event day collateral.

Get exposed to over 1 million prospects in over 80+ countries

2.47 million emails

200,000+ *SMS* messages

50,000+ WhatsApp messages

5,000+ #GWLD advocates (people who invited their colleagues)

TAILORED PARTNERSHIP OPPORTUNITIES

With access to thousands of corporate counsel, leaders of fortune companies and organizations around the world, #GWLD partners are perfectly placed to increase their exposure and business opportunities with prospects that oversee legal spends worth millions.

We offer numerous avenues for you and your organization to reach out to these key professionals and the wider world. We can tailor specific sponsorship packages to help you meet and influence the people who are going to ensure the growth of your business now and in the future.

Leverage #GWLD for building connections, Networking, Knowledge sharing, Reputation Building, Thought Leadership, Product / Service promotion and much more.

- **Reach newer and a wider audience base**
- **Position as an Expert**
- **Communicate with thousands of prospects anywhere in the World**
- **Make sales without Selling Hard**
- **Keep your Audience Engaged**
- **Generate New Leads**
- **Qualify New Leads and Build Relationships**
- **Invite Guests and Leverage Their Audience (And Credibility!)**
- **Promote your brand**

CUSTOMIZE YOUR SPONSORSHIP

LEVERAGE #GWLD ASSETS AS A GWLD PARTNER / SPONSOR

Many creative opportunities exist to tailor a sponsorship opportunity specifically designed to showcase your business practice or brand. Let our staff create the perfect partnership match for you. Some of the key opportunities available to our sponsors are mentioned in the next page.

For partnership customization, Contact:
Anuradha +91 8505 999 819
anuradha@worldlawalliance.com

#GWLD SOCIAL MEDIA

- Leverage our social media promotions and assets to reach your audience and build your brand's connection.
- Pre event and post event communications via, Linkedin, Twitter, Insta and Facebook assets of GWLD.
- Over 50k impressions and views

TARGETED SMS CAMPAIGNS

- Reach your target audience directly on their phones with a dedicated SMS campaign to strengthen your promotional messages leading up to and during the event.

#GWLD WEBSITE AND OTHER ONLINE ASSETS

- 100-Word Company Description on Conference Website.
- Sponsor feature on WLA blog and GWLD website.
- Dedicated Landing page on GWLD website - Page assets include - Social media links, company description, videos, session content, downloadable assets, location, and sponsor labels.
- Video on official WLA online channel and website.
- Pop Up Banners on the Website.
- Slide and Voice Breakout Session Recording Posted to Official #GWLD Channel post event.
- Event Registration Page - Logo on the #GWLD registration page and confirmation email, guaranteeing brand exposure to every single registered visitor. Banner on the "Thank you for registering page.

EPISODE SESSION PRESENTER

Become a presenter of any number of episodes of different theme topics. Select from over 13 themes of agenda 2021. Or add new episodes around your key topic.

BRANDED SPONSOR POLLS

Run a custom Poll program to amplify, measure or reinforce your communication program.

KEYNOTE PRESENTATION AND PANEL SPEAKER OPPORTUNITIES

Be a Keynote Presenter, curate the content of one entire episode, become a panel speaker or simply own the entire episode in any of the topics of your interest and specialization.

EMAIL MARKETING

Send out your content to over 50k subscribers and followers in the WLA universe
Logo and link in attendee acquisition emails
Partner description in pre event communication mailer
Push Out Dedicated Sponsor Content to your target
Email banner on pre episode updates and attendee acquisition mails

CONFERENCE ACCESS

Email and other outreach via SMS etc to the prospects and customers of sponsors
Registration Discount Code for Customers and Prospects of our partners (Discount not valid after #GWLD sells out)

MESSAGE DELIVERY

Commercial Content Between Segments (15–30 second VIDEO spot during on-site programming)

EXPERT SESSION

Highlight your best customer stories in a dedicated session. Present their success and your expertise to an audience with a demonstrated interest in your topic.

PRODUCE YOUR OWN GWLD EPISODE

Helping your brand produce professional and engaging conferences and WEBCASTS.

By tailoring content and presentation, using top-notch subject matter experts, preparing custom handouts and QUESTIONS, we help you plan, manage and execute web conferences that deliver.

Complete Event Management

Save time and reduce inefficiencies by managing your webinar programs from concept to completion. Everything from pre-production to presenter training and debriefs.

Increased Engagement

Before, During and After: Let us help you gain registrations and keep them online. We will help you to increase attendee engagement before, during and after your webinars.

From live attendance to online interaction and on-demand reach – we're there from beginning to end. Fully Managed – For your Peace of Mind.

PRE-PRODUCTION

We will create all marketing assets, finalize the layout and design of your customize player, and then begin to collect registrations.

THE LIVE EVENT

Let us facilitate your live event, introduce your presenters and support all your attendees, removing the burden from all involved.

POST-PRODUCTION

With online attendees digesting content in a variety of ways, we will ensure you get the most out of your investment.

Let us walk you through the insights collected from your engagement reports, consult on how to best host your content and discuss how you can design your future webinars as part of your overall communications strategy

FOR PARTNERSHIPS, CONTACT:

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World Law Alliance

www.worldlawalliance.com

FEDERATION OF INTEGRATED CONFLICT MANAGEMENT

www.ficmecosystem.com

ORDER