CANADIAN LAWYER SPONSORED WEBINARS

Explore this exciting and interactive platform to share your business expertise with your prospects and clients...and gain exposure for your brand, product, expertise or business!

Why choose webinars?

Webinars are an interactive, innovative and relatively low-cost way to generate leads and engage with current and prospective clients. These online events offer many advantages over traditional media formats:

- Webinars provide cost-effective opportunities to promote products and services to a relevant target audience in a controlled environment.
- Extremely effective method of content marketing — communicating with customers and prospects to inspire loyalty and deliver important and helpful information.
- An excellent tool for training and demonstration.
- A way for lawyers to complete continuing legal education requirements without the inconvenience, cost and time commitment of leaving their offices.

CANADIAN LAWYER SPONSORED WEBINARS

Offering a state-of-the-art webinar platform and turnkey solution for law firms and legal suppliers looking to deliver helpful, interesting or educational content to customers and prospects.

While webinars offer a multitude of advantages to marketers, they can be difficult to successfully promote and manage. Many law firms and legal suppliers find the technology challenging and expensive, and don't have access to an extensive enough database to procure a large audience.

That's where *Canadian Lawyer* comes in.

- **First-class turnkey webinar solutions** Carswell Professional Development Centre makes it easy, managing your program from start to finish with full organizational and complete technical support.
- **A complete solution to ensure success** Canadian Lawyer takes care of marketing, promotion, registration, technology and support, plus a web coordinator to assist the presenter and a moderator to field questions.
- **Backed up by a full promotional program for exceptional results** Our extensive database delivers the wide range of prospects to ensure the success of your webinar, including contact details for after-event follow-up.
- **Maximizing potential for continued exposure** Webinars can be archived for future viewing by those who could not attend the live event — a great added value for your clients and prospects!

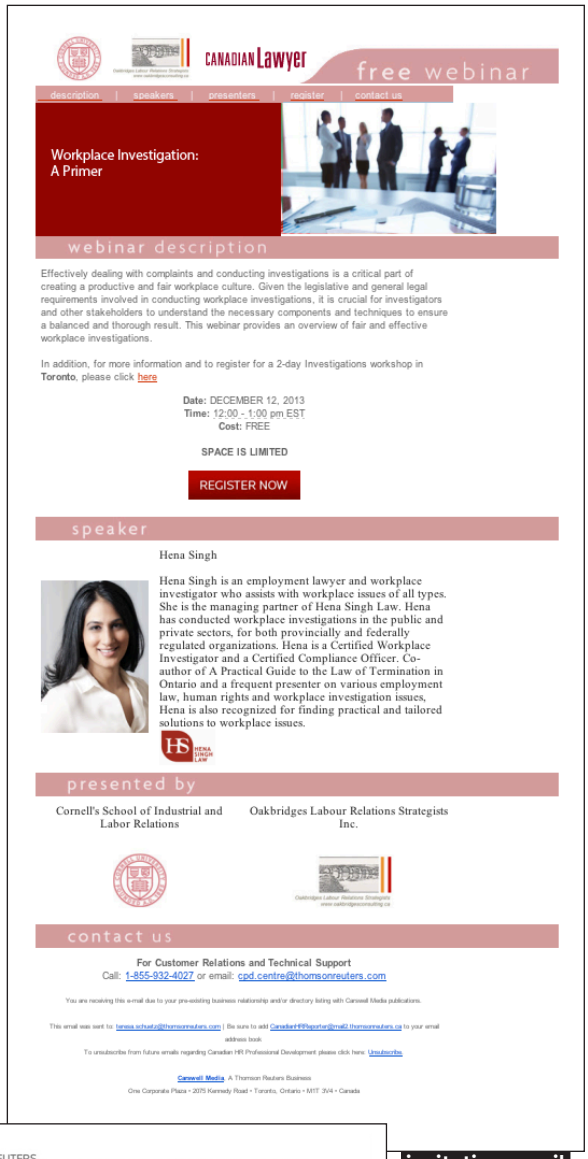
Your business supplies the content and presents or hosts the webinar — and we do the rest.

AT THE FRONT END OF YOUR WEBINAR

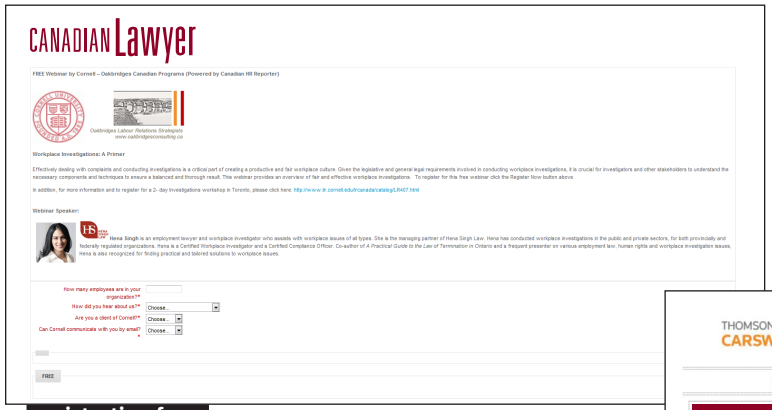
THE CARSWELL PROFESSIONAL DEVELOPMENT CENTRE

A web portal designed to facilitate registration of potential delegates, serving as a marketing tool and a live e-commerce gateway.
Includes:

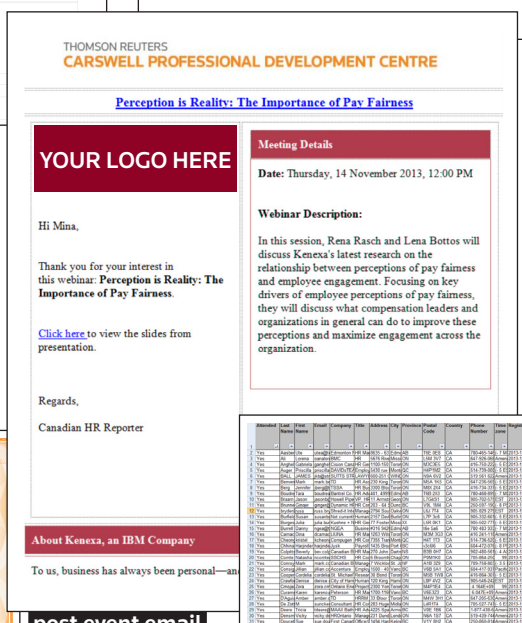
- Account creation
- Welcome messages (Confirmation email and event reminder notifications containing direct link to webinar)
- Invitation and Reminder emails promoting event
- Thank you email with a link to the presentation slides
- Search functionality
- Ecommerce (for paid Webinars only)
- Branded web page
- Customer/technical support
- Full registrant list
- Course certificate issued to attendees



invitation email



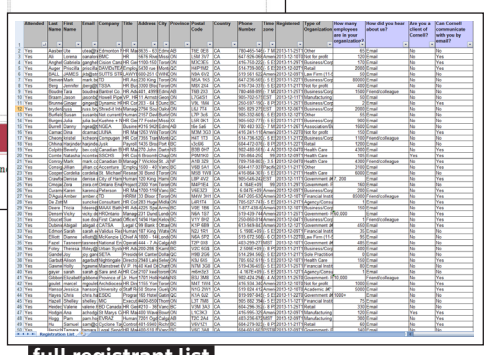
registration form



post event email

landing page

course certificate



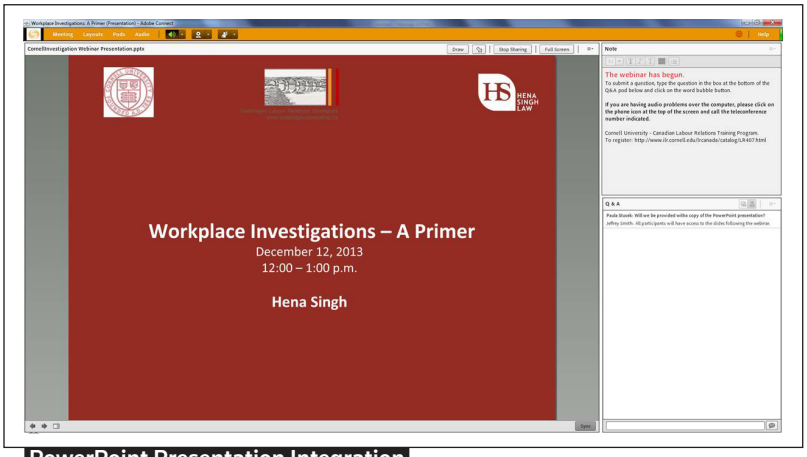
full registrant list

AT THE BACK END

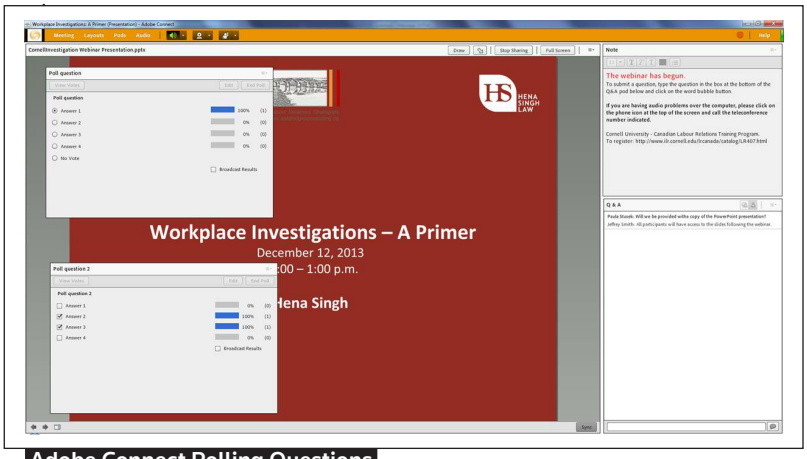
ADOBE CONNECT TO MAXIMIZE USER EXPERIENCE

Includes:

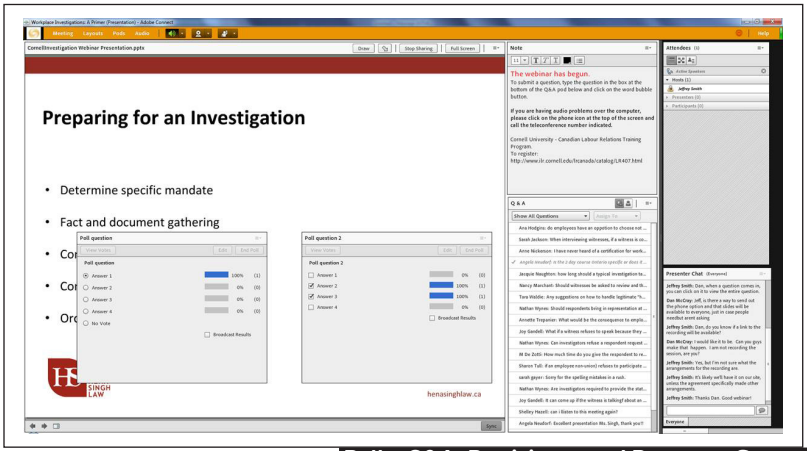
- software used to create information and general presentations
- online training materials
- web conferencing,
- learning modules
- entirely Adobe Flash-based.



PowerPoint Presentation Integration



Adobe Connect Polling Questions



Polls, Q&A, Participant and Presenter Screen

2017 *CANADIAN LAWYER* WEBINAR CAMPAIGNS

GOLD LEVEL: $12,995

TOTAL VALUE: $22,835

PROMOTIONAL

- Rotating Big Box run-of-site canadianlawyermag.com/ one month
- Big Box run-of-site lawtimesnews.com/one month
- Invitation Email Blast x2 (10 - 25k contacts)
- Invitation Reminder Email Blast (10-25k contacts)
- Half Big Box in three editions of Canadian Legal Newswire

VALUE: $15,405

DELIVERY

- Creation of a branded web page on cpdcentre.ca
- Event Registration
- Up to 90 minute session
- Live Moderator
- Power Point Presentation Integration
- File Share Options
- Audio Integration
- Chat Modules
- Branding throughout webinar content
- Pre-webinar connectivity test for remote presenters
- VOIP
- Multiple presenter capability
- Private chat area for Host and Presenter
- Pre-recorded video clip (MP4 or F4V format) integration into presentation

VALUE: $3,715

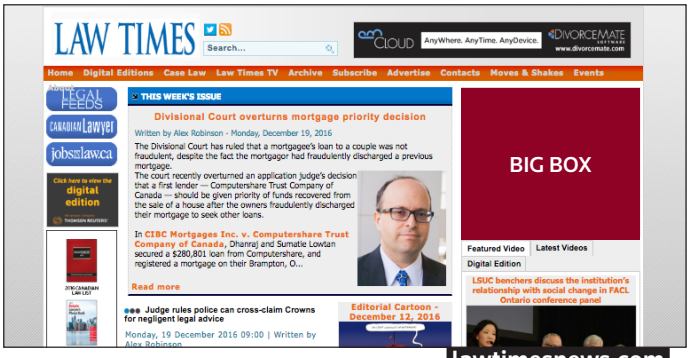
VALUE ADD

- Live video feed
- 2-3 Adobe Connect Polling Questions
- 1-4 customized survey questions as part of registration
- Full registrant list provided within 48 hrs
- Post email to all registrants containing time-limited link to recording of event
- Direct post-event queries and leads to sponsor in archived period
- Event archived for six months (full registrant list at end of term)
- Course certificate issued to Attendees

VALUE: $3,715

Note: Applicable taxes will be added to all rates.

canadianlawyermag.com



lawtimesnews.com

Canadian Legal Newswire

Contact our Account Executives at

416-649-8841 | CarswellMedia.Sales@thomsonreuters.com

2017 *CANADIAN LAWYER* WEBINAR CAMPAIGNS

SILVER LEVEL: $8,995

TOTAL VALUE: $15,865

PROMOTIONAL

- Rotating Big Box run-of-site canadianlawyermag.com/ one month
- Invitation Email Blast (1-10k contacts)
- Invitation Reminder Email Blast (1-10k contacts)
- Half Big Box in two editions of Canadian Legal Newswire

VALUE: $10,035

DELIVERY

- Creation of a branded web page on cpdcentre.ca
- Event Registration
- Up to 60 minute session
- Live Moderator
- Power Point Presentation Integration
- File Share Options
- Audio Integration
- Chat Modules
- Branding throughout webinar content
- Pre-webinar connectivity test for remote presenters
- VOIP
- Multiple presenter capability
- Private chat area for Host and Presenter

VALUE: $3,180

VALUE ADD

- 1-2 customized survey questions as part of registration
- Full registrant list provided within 48 hrs
- Post email to all registrants containing time-limited link to recording of event
- Direct post-event queries and leads to sponsor in archived period
- Event archived for three months (full registrant list at end of term)
- Course certificate issued to Attendees

VALUE: $2,650

canadianlawyermag.com

Canadian Legal Newswire

Terms and conditions
- 1 webinar per day
- All marketing materials due 2 weeks prior to first promotion
- PowerPoint slides due 1 week prior to event
- max 1 eblast /day per target market segment
- Webinar Attendance Limit of 500 seats

Note: Applicable taxes will be added to all rates.

Contact our Account Executives at

416-649-8841 | CarswellMedia.Sales@thomsonreuters.com

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