



Promotion of Legalwise Seminars events

Every event that Legalwise Seminars runs in partnership with the speakers is subject to a detailed and comprehensive marketing campaign involving:

- Broader email marketing to over 40,000 contacts (Legal Australia), 10,000 contacts (legal New Zealand), 16,000 contacts (Accounting Australia)
- Targeted email marketing to relevant audience only (size dependent on industry and segment)
- Full program is outlined in brochures that are distributed in electronic or print format
- Full display on our website which receives over 5000 visitors per week
- Each presenter receives a discount code which can be distributed to their network

Specific programs receive further marketing where applicable:

- Special mailing (1 page flyer and letter that is mailed to more targeted audiences)
- Partnership with relevant associations and industry bodies
- Social media posts and collaborations with speakers and third parties

Optional extras for speakers to further market the programs:

- Speakers may request social media post copy, images and documents (such as an electronic flyer)
- Speakers may wish to contribute to our blog *Legalwise Insights* which appears on our website, across social media and in our email marketing
- Speakers may wish to participate in a Q&A about their upcoming event and presentation. These are particularly effective when there are significant updates and changes happening in the area