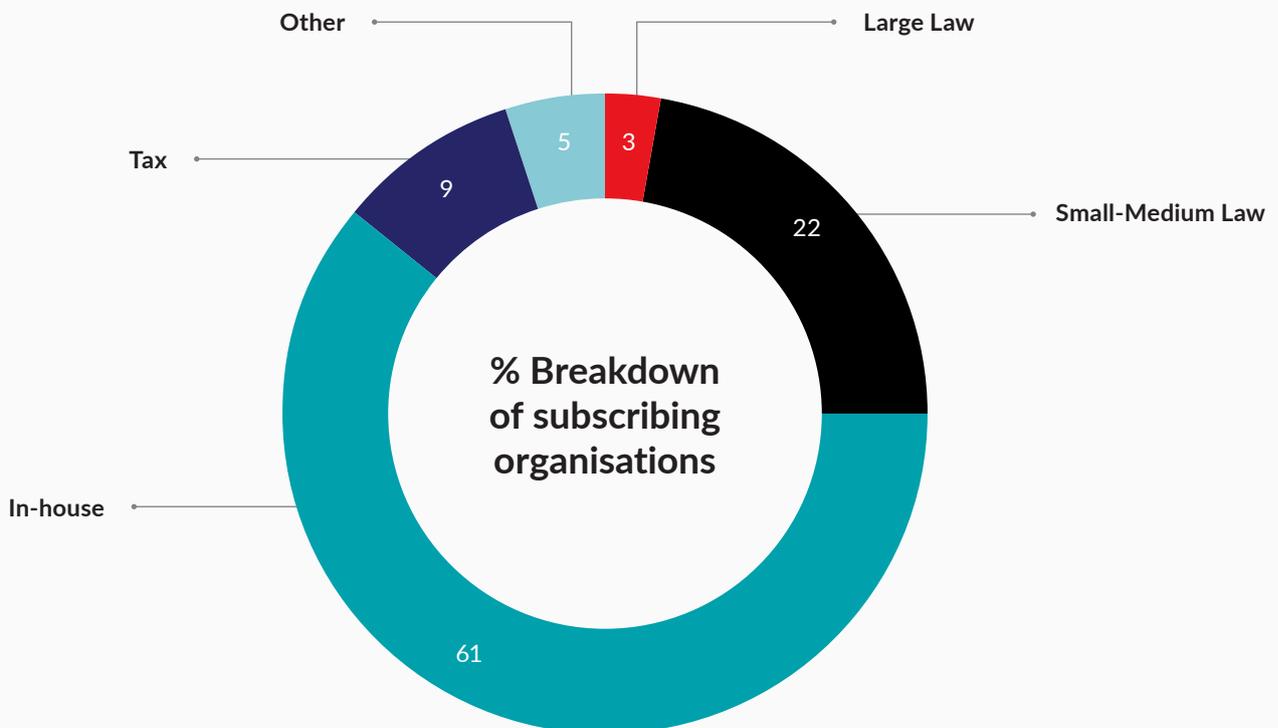


LexisNexis Webinars

WHY BE A SPEAKER?

- ✓ LexisNexis Webinars has over **27,000 subscribers** and speaking for us is a great way to grow your profile in the industry.
- ✓ LexisNexis has a reputation for being at the forefront of legal knowledge and speaking on our platform is an excellent way to market your specialism and thought leadership.
- ✓ Preparing for a webinar is an opportunity to master a subject and share your knowledge with people in the industry.
- ✓ Participating is fun! It's a chance to experience working in our state-of-the-art recording studio, alongside our professional tech team.

Our audience



Our marketing plan

We use a number of channels to market our webinars, including email notifications, brochures and newsletters sent annually, quarterly, monthly, and weekly, and via social media.



@LNWebinars



@LexisNexis Webinars



@LexisNexis_Webinars



@LexisNexis Webinars

During the webinar recording, we produce multiple videos to market your participation, including:

- A promotional video outlining the content of the webinar, which we post on YouTube and our social media channels.
- A 3-5 minute 'practice insight' video, where you answer questions specific to your practice area.
- A five-minute clip of the webinar itself.

We promote these videos ourselves through all our marketing channels, and we'll also provide you with them to use as you see fit.

How people watch the full webinar

Rather than being a one-off event, the webinar recording is available on our website for 24 months after broadcast, where it can be viewed by subscribers or anyone purchasing individual access.

We can provide you with access to the full webinar to share internally at your own firm, company, or chambers, as well as a 20% discount code for you to share externally with non-subscribers who want to watch your webinar.

Please note, it is not possible for the full webinar recording to be distributed outside of our platform. Our business model is predicated on webinar subscriptions, and these would be devalued if webinars could be viewed for free elsewhere.

For speaker queries, please contact:

Liam Field, Senior Webinar Producer
liam.field@lexisnexis.co.uk

Daisy Mellar, Webinar Producer
daisy.mellar@lexisnexis.co.uk

For other queries, including webinar subscription and/ or purchases, please contact:

webinars@lexisnexis.co.uk

+44 (0) 3301612401

