

ON24 FOR LAW FIRMS

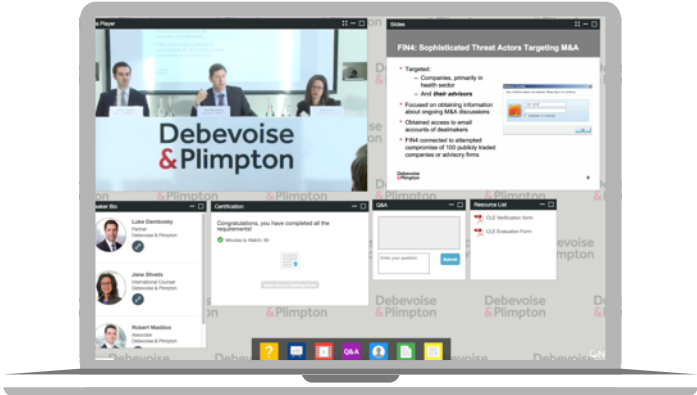


# QUICKSTART GUIDE TO WEBINARS FOR LAW FIRMS



ON24

# 5 WEBINAR PROGRAMS YOU CAN START



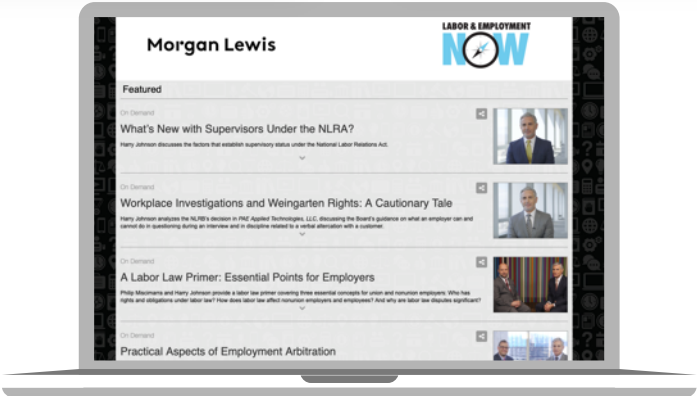
Continuing Education



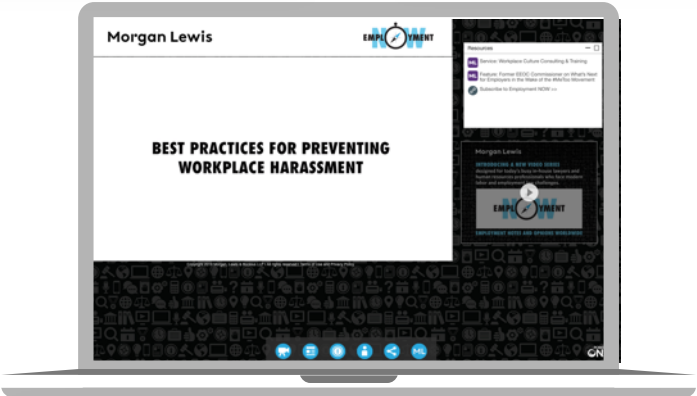
Thought Leadership



New Laws/Law Reform



Knowledge Centers



Client Training

# HOW TO DEVELOP YOUR WEBINAR PROGRAM

## 3 Tips For Legal Webinars



Offer CLEs



Showcase Firm Experts





Timely Industry Updates

Webinar Series Roadmap Template

Quarterly	Monthly	Weekly

# IMPLEMENTING YOUR WEBINAR ROADMAP

 Quarterly (Awareness)	 Monthly Series (Thought Leadership)	 Weekly Series (Demand Generation)
<b>Client Training</b> Industry-Focused Quarterly Workshops	<b>April</b> Labor & Employment	<b>Apr. 5:</b> Contracts in a Digital Era and Electronic Communication
		<b>Apr. 12:</b> Indecent Exposure: Waiver of Legal Professional Privilege
		<b>Apr. 19:</b> Understanding Client Document Security Laws
		<b>Apr. 26:</b> US Tax Reform for Exempt Organizations
	<b>May</b> Preventing Workplace Harassment	<b>May 3:</b> Managing Compliance and Security Vulnerabilities
		<b>May 10:</b> UGC Rights Management
		<b>May 17:</b> Upcoming UK, EU Legal and Policy Changes
		<b>May 24:</b> Smarter Contract Management
	<b>June</b> Employment Arbitration	<b>June 7:</b> How Employment Law Impacts the Bottom Line
		<b>June 14:</b> Strategies to Selecting the Best Document Review Provider
		<b>June 21:</b> Why Employee Contracts are Important
		<b>June 28:</b> The Insurance Laws Your Business Needs to Know