

LIVE BRAND ENGAGEMENT. IT'S IN OUR BLOOD.



Our brief was to provide a platform for 4 day conference for activist lawyers.



This was to include managing a full agenda with over 80 speakers.

All speakers needed to be trained on the platform and the broadcasting plug in that we used (SambaLive), so a significant amount of time was spent preparing and rehearsing the speaker team.

In addition we provided a fully customised click through platform with:

- 1 plenary
- 3 workshop rooms
- Network lounge
- Interactive agenda
- On-demand library



Law Centres Network have existed since the early 1970s and work within their communities to defend the legal rights of local people. Specialising in social welfare law, they have an in-depth knowledge of the issues communities face. They use this knowledge to help people save their homes, keep their jobs and protect their families.

All Law Centres are independent and operate on a not-for-profit basis. They are also accountable to their communities, with local people acting on their management committees.

Above all, they exist to improve the daily lives of the communities they work in.



4

Event Days



87

Speakers



23

Event Support Staff



38

Live sessions



W&W recommended a platform with a click through virtual environment (custom designed) platform format.

The landing page lobby area directed delegates to their various webinar and workshop rooms which were powered by SambaLive.

There was a delegate networking area with chat box functionality and an on-demand area populated with personal skill videos - poetry, yoga, mediation guides as well as post event reading support material.

Additionally W&W worked with LCN to embrace cultural diversity in design and accessibility with close captioning provided.



LIVE BRAND ENGAGEMENT. IT'S IN OUR BLOOD.



This has been a fantastic success!

The conference has, indeed, been so good that it becomes a statement in its own right. And what it says is that law centres are significant players in the delivery of legal services in England and Wales; they have access to the imagination and funds to produce a swanky conference; and that their work intersects with significant other players both national and international.

