

# Inside Counsel

Partner with the industry leader  
to produce a content rich web seminar.



## You Choose the Topic, and We'll Provide the Forum for a Relevant, Insightful Web-Based Discussion

Moderated by *InsideCounsel* and presented by your choice of clients, your company's executives, or industry consultants, *InsideCounsel* web seminars deliver your custom tailored message to the in-house legal executive.

## Standard Live-Event Program Details

### PRE-EVENT-AUDIENCE ACQUISITION

- Online** ▶ *InsideCounsel* will build and host a web-based registration page
  - ▶ 45 to 60-days pre-event promotion on *InsideCounsel's* website includes all of the following:
    - Online promotion on [www.insidecounsel.com](http://www.insidecounsel.com)
    - Webcast on Home Page and in Events Section (rotates with other current web seminars)
- Email** ▶ Three custom HTML e-invites to the *InsideCounsel* e-database (25K+ database)
  - ▶ Promotion via *InsideCounsel's* three e-Newsletters
- Print** ▶ Promotional ad in *InsideCounsel* including company name, logo, event title, synopsis and registration link - yielding over 40,000 impressions!
  - Ad promotes all upcoming web events

### EVENT DETAILS

- Format** ▶ Duration: Approximately one hour; including Q&A session (text format)
  - ▶ Exit surveys are available. Data reports provided to sponsor
  - ▶ Participant access available through telephone or VoIP
  - ▶ Presentation: PowerPoint slides viewable over the Internet
  - ▶ *InsideCounsel* provides dedicated technical support to facilitate participants' access to the event and to collect the polling and exit survey data
  - ▶ **Option:** *InsideCounsel* can provide editorial or publisher moderator for event, if needed.
  - ▶ Sponsor has final content approval of all marketing components
  - ▶ Sponsor has final approval for registration page and PowerPoint slides

### POST EVENT SUPPORT - AUDIENCE RETENTION

- ▶ Archived for 6 months - [www.insidecounsel.com/events/](http://www.insidecounsel.com/events/)
- ▶ HTML development & distribution of emails to attendees/non-attendees w/links to archived presentation
- ▶ Sponsor receives Attendee/Registrant list immediately following event
- ▶ Sponsor also receives post-event registrant list of Archived Access to event (up to 6 months)



## Who attends *InsideCounsel* Web Seminars?

Accenture  
Aetna  
American Airlines  
American National Insurance Company  
Amgen Inc.  
Anadarko Petroleum Corp  
Bartech Group  
Broward County Government, Florida  
Chevron  
Comerica Bank  
Countrywide Financial Corporation  
Dow Corning Corporation

EDS  
Exelon Corporation  
FedEx  
GE  
Honeywell  
Liberty Mutual Group  
Lincoln Financial Group  
Microsoft Corporation  
New York Life  
New York Power Authority  
Otis Elevator Company  
Praxair, Inc.

Raytheon Aircraft Company  
Roche Diagnostics  
Sprint Nextel  
The Neiman Marcus Group, Inc.  
Time Warner Inc.  
Trader Joe's Company  
Travelers  
Umpqua Bank  
UPS  
University of Detroit Mercy

## Titles

Assistant Director, Ethics Office and  
International Attorney  
Assistant General Counsel  
Compliance Counsel  
Compliance Specialist  
Corporate Counsel  
Counsel  
Counsel-Litigation & Employment  
Director- Employment Law  
Director of Compliance

Director of Compliance Management  
Director, Ethics and Compliance Programs  
Ethics Compliance and Risk Management  
Officer  
General Counsel  
Labor Counsel  
Managing Counsel, Labor and  
Employment  
Mgr, EEO Compliance  
Paralegal to General Counsel

Senior Corporate Counsel  
Senior Counsel  
Senior Regional Counsel  
Senior Vice President and Assistant  
General Counsel  
Special Counsel for Employee Relations  
Sr. Mgr. for Compliance & Ethics  
SVP - Director of Compliance

*InsideCounsel* web seminars are a highly effective and affordable way to speak directly to the in-house legal executives and capture qualified leads. From choosing your topic to rehearsals for the event, we'll make sure you feel confident by providing all the tools and support you need to make your event a success!

## Partner With *InsideCounsel*

Contact your sales representative to find out more about partnering with *InsideCounsel* for your next web event:

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