Webcasts are an important tool for Legal industry marketers to drive leads and position their firms as thought leaders. At Law.com, webcasts are produced as live online events and made available for viewing on-demand for six months. And legal professionals like the format: 65 percent of the Law.com audience regard webcasts as a useful or very useful way to receive information.

What follows is a practical guide for producing high-quality webcasts from ALM’s audience marketing and webcast production team.

1. Pick the Right Topic
2. Use the Right Voice
3. Conduct Polls and Surveys
4. Leverage ALM’s Resources
5. Incorporate Multimedia
6. Plan, but don’t Overplan
7. Follow Up After the Recording

1 2019 Law.com Website Visitor Study
Pick the Right Topic

“Lawyers are busy. Which means their time must be carefully accounted for. In order to reach that audience, the value of the content you’re presenting must be immediately apparent,” says Keith Edwards, ALM’s VP Legal Markets Leader. Topics that can help lawyers and law firms save time and money are a perennial favorite, but so are discussions around professional growth and maneuvering their biggest obstacles and headaches. The legal profession is always in flux as new methods, regulations and laws replace old ones, and providing clarity in these areas removes confusion and helps legal clients perform at the top of their game.

Over the last two years, the following topics have been among our best-performing legal webcasts:

- Industry trends, changes in rules, regulations, laws, current hot news topics, etc. (examples: GDPR, Legal Holds)
- Crafting Arbitration Clauses: How Specificity Reduces Dispute Time & Costs
- Why Mediations Fail & How to Achieve Better Results
- State of Litigation Finance: Key 2018 Research Data & Insights
- Leverage an Effective eDiscovery Tool You Probably Already Have: Microsoft 365
- Next Gen EDRM: Reworking the Ediscovery Model
- 2017 Legal Hold and Preservation Data Benchmark Survey
- The Dangers & Costs of Over-Preservation of Data
- Deposition Evolution: How Litigators Are Re-Thinking What's Possible (the new era of depositions)
- Legal Tech Operations of the Future - Are You Ready for Law 3.0? (technology to drive the future of law)
- A Primer on Ethics Topics Relating to Commercial Litigation Funding

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Use the Right Voice

Webcasts aren’t intended to sell a product. They may supplement other marketing efforts, but they are not advertising or marketing unto themselves. Dispense with the marketing jargon and speak to your audience in a language they understand. “Rather than rehashing content available on your company website, focus on providing information that is difficult to find elsewhere, and include a diverse range of voices on any panels,” offers Helen Graham, Senior Director, Custom Marketing Solutions for ALM. Conduct new original research on a major recurring legal topic that directly affects the audience and explore what the findings mean for clients.

Here’s how to shape your content to successfully engage a legal audience:

- **Avoid the pitch.** Refrain from product or sales pitches in your webcast, as well as discussing product or service pricing or purchase processes.
- **Include a mix of speakers on the panel.** In addition to an experienced professional, include a subject matter expert. We recommend 2-3 speakers.
- **Gear program content towards your desired audience.** Use a lexicon familiar to your customer, not marketing speak. Focus on information that isn’t easily found on your website. Include a brief overview of your session and bullet points on the key audience takeaways.
- **Provide supplemental content.** The webcast format is highly conducive to including additional content. This can take the form of white papers, internal or external articles on the topic, and of course a presentation deck rich with diagrams, charts, infographics or other images that can be accessed during the broadcast.

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— Helen Graham, Vice President, Custom Solutions, ALM
3 Conduct Polls

One of the best ways to find out what’s on your audience's mind is to simply ask them. Conducting polling around what topics they find most important will usually yield a list of answers you can then mine for future webcasts. Creating webcasts using audience surveys as topic guides also shows there’s a real two-way dialogue happening and makes them feel more a part of the conversation, again making that personal connection.

In order to be more successful at generating meaningful engagement through surveys and polls:

- **Determine your audience make-up.** Example question: “How familiar are you or your organization with [insert topic]?”
- **Learn something about attendees.** Example questions: “What are your top concerns regarding [topic]?”; “Which of the following options is your biggest motivator for adopting [insert your solution]?”
- **Use a poll to illustrate a point.** For instance, if 75% of your audience cites emerging legal tech or the continuing evolution of eDiscovery as something they want to learn more about, you already know you’ll have a built-in audience for content produced around those topics.

4 Fully Leverage Law.com’s Resources

Part of partnering with ALM for your webcast includes working together before the event, both to maximize registrations and ensure all participants are prepared for the broadcast itself.

Here’s how to maximize Law.com webcasts:

- **Promote your internal list, post on your website and on social media.** We can provide you with coded links to track the source of all registrations.
- **Plan for a 30-minute rehearsal call.** Our team will coordinate the call a few days prior to the live event to train your speakers on the platform. After training, your speakers are welcome to stay on the line if desired and rehearse their content and presentation transitions throughout.
- **Have your final slide deck, polling questions and seed questions for the Q&A portion delivered to your marketing manager approximately one week before the event.**
Incorporate Multimedia and Interesting Visuals

Take advantage of the multimedia capabilities offered by webcasting to bring in additional sources to support your position statement. A major part of this is to include a dynamite presentation deck that summarizes your key points in a visually pleasing and informative manner.

When adding visuals to your webcast presentation:

- Avoid cluttered slides. Just a single image and a few bullet points keeps slides simple, clean and easy to read.
- Use more visuals. Incorporate diagrams, charts, infographics or other images whenever possible.
- Avoid low-resolution images and don't rely too heavily on stock photography.

In order for your slide deck to function properly, please ensure:

- The slide deck is set to a 4:3 or 16:9 aspect ratio.
- Slides are numbered starting from 1.
- Only one Master Slide is used.
- No slide transitions are used. They are not supported through the webcast platform.
- No embedded Excel files. Embedded files are not supported.
- No sound, music or voice narration.
- No embedded audio, video or flash clips. Video files can be used, but they must be uploaded separately from the slide deck.
- The first animation on each slide (if using animations) is set to start on click.
- All elements (text, images, etc.) are within the borders of the slide.
Plan, but Don’t Overplan

The audio-visual element of webcasting as a medium lends itself to a more conversational speaking style. “It’s ok to have pre-planned topics or points you intend to hit in a certain order, but it’s best to avoid reading directly from a script, which can make you sound stilted,” says Amy Sievertsen, VP of Audience Marketing for ALM. Preparation is always good, but a webcast loses that human element if it sounds too prepared. Speak naturally, smile often, and use a lexicon that’s familiar to your viewers.

Here are some guidelines ALM recommends to ensure a high-quality production:

• **Use a headset or handset from a landline phone and wired internet connection when possible.** Cell phones or speaker phones are not recommended and may affect the audio quality.

• **Print a copy of the slides to reference** in case internet connection is lost.

• **Call in from a quiet location.** Close your office, or home office door, put your phone on do-not-disturb and mute any potentially distracting sounds (e.g., cell phones, computer speakers).

• **Have someone other than the speakers available to review and prioritize any incoming questions.** This is typically the moderator or a member of your internal marketing team. Speakers should be focused on their presentations.

• **Treat the event as a discussion.** Speak conversationally with the moderator and other presenters. Do not read directly from a script.

• **Speak slowly and clearly.** Use language that is appropriate for the audience.

• **Smile when you speak.** Your audience will hear your smile, be drawn to your pleasant demeanor and you will feel much more relaxed.

• **Close your presentation with actionable advice and a clear call to action.** Invite attendees to contact you and any relevant individuals within your organization. Invite attendees to join upcoming webcasts or other events you are hosting that are relevant to the subject matter presented and that will be of interest to the audience.

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Seven Tips for Producing a Successful Webcast for Legal Professionals

7 Follow Up After the Recording

As a follow-up to a webinar, consider an audience survey to learn more about their interest level, and determine how engaged or familiar they are with the program's topics.

*Use these post-webcast tips:*

- **Take advantage of your results.** A full report with details on registrants, attendees and user interactivity will be sent 1-2 business days following your event.

- **Link to the archived event on your website.** Your webinar will be archived on our website for six months. Your marketing manager will provide a link to the archived content.

- **Follow up on unanswered questions as soon as possible.** Have speakers send a short answer with an introduction and hand off to your appropriate client-facing team member.

- **Forward archived event emails.** Our team will send an email to all who registered, providing them with a link to the archive of the event. This makes it easy for the audience to share with a colleague if they found the session useful - and for you to forward to key prospects who couldn’t make the event.

**Conclusion**

Successful webinars provide the audience with demonstrable value, whether it's saving time, money, or aggravation. If legal market clients are going to devote their valuable time to watching your webinar, they should see a return on that investment. Know what makes your audience tick, get them involved and show them something relevant to their challenges that they haven't considered before and you'll see your audience grow.

For more information on Law.com webcasts, contact: Keith Edwards, kedwards@alm.com or email marketing@alm.com.