



THE LAW SOCIETY  
of SCOTLAND

[www.lawscot.org.uk](http://www.lawscot.org.uk)

# PROMOTIONAL OPPORTUNITIES 2008

PROMOTE YOUR BUSINESS TO  
THE LEGAL SECTOR IN SCOTLAND

- Service Provider Scheme
- Event sponsorship
- Conferences and seminars
- New Lawyers package
- Legal sector magazine
- Database licence

## About the Law Society of Scotland

The Law Society of Scotland is the governing body for Scottish solicitors. The Society promotes the interests of the solicitors' profession and those of the public in relation to the profession.

All practising solicitors in Scotland must be members of the Society and must hold a current Practising Certificate, which is issued by the Society. There are currently over 10,000 solicitors and around 1,200 legal firms in Scotland.

The Society offers a range of marketing activities to help businesses communicate with the legal profession. Promoting your services or products through these activities is a cost-effective way to achieve high awareness to a targeted audience. In this booklet, we list the opportunities which are available for 2008.



## The Society Service Provider Scheme

The Service Provider Scheme is a promotional platform developed by the Society to assist and encourage businesses to interact with the legal sector in Scotland. The scheme offers a range of marketing opportunities designed to help businesses raise their profile and promote their services to solicitors and firms. These benefits include:

- A dedicated web page in the Society's online Service Provider section
- An entry in the annual Service Provider supplement in the Society's monthly magazine, The Journal
- The opportunity to use the Society's 'Service Provider' logo
- Access to legal firms' contact details
- 10% discount on Society exhibitions and sponsorship
- Preferential rates for advertising in The Journal
- Subscription to the Society's monthly magazine, The Journal
- The Service Provider scheme is highlighted in the Society's monthly e-zine.

**The annual cost of the scheme is £2,000 (plus VAT).**

If you would like more information about how to join the Service Provider Scheme, please contact Charlotta Cederqvist on 0131 476 8166 or email [charlottacederqvist@lawscot.org.uk](mailto:charlottacederqvist@lawscot.org.uk)

## Event Sponsorship

The Society's events department, Update, specialises in organising training for the legal profession in Scotland. Courses cover everything from black letter law and new legislation to management and IT, and are available through conferences, seminars, DVD and online training.

Sponsorship of a Society event strengthens brand awareness and creates a lasting impression with delegates. We aim to give our sponsors maximum visibility through:

- on-site signage
- acknowledgement in conference literature
- the opportunity to interact with delegates at the event.

## Events Programme 2008

The following seminars and conferences are currently available for sponsorship.

SMALL EVENTS (UP TO 30 DELEGATES)		LARGE EVENTS (OVER 50 DELEGATES)	
Cost	Month	Cost	Month
£450 plus VAT		£950 plus VAT	
Duties of a Company Secretary	April	The Chartered Institute of Arbitrators Conference	June
How to Calculate IHT Charges	May	Domestic Conveyancing for Paralegals	Sept
Manual Book-keeping & Accounts Rules for Sole Practitioners	Sept	Private Client Conference	Sept
Understanding Business Finance	Oct	Personal Injury	Sept
Risk Management for Paralegals	Nov	Employment Law Conference	Sept
Management Series	monthly	Licensing Conference	Sept
		Advanced Family Law Conference	Oct
MEDIUM EVENTS (UP TO 50 DELEGATES)		Legal Aid Conference	Nov
Cost	Month	Sole Practitioner Conference	Nov
£650 plus VAT		GP Forum	Nov
Legal Advice for the Older Client	March		
Criminal Law Conference	May		
Trusts & Executries for Paralegals	June		
Child Law Conference	Sept		

It is possible to have promotional material/inserts in delegate packs at a cost of £1.50 per item.

If you are interested in any of these sponsorship opportunities, please contact Charlotta Cederqvist or Vivien Henderson on 0131 476 8166 or email [commercial@lawscot.org.uk](mailto:commercial@lawscot.org.uk)

## Main Conferences

### Society Conference 2008

#### Sheraton Hotel, Edinburgh - 23 May

The Society's main conference of the year will be looking ahead to the future of the profession through plenary sessions, seminars and discussion groups. Please contact Charlotta on 0131 476 8166 for details of promotional opportunities at this flagship event.

### Society Charity Dinner 2008

#### Mansfield Traquair, Edinburgh - 23 May

Following the Society Conference 2008, we are delighted to host a Charity Dinner at the spectacular Mansfield Traquair. This is an ideal opportunity to network while enjoying good food and entertainment. Please contact Charlotta on 0131 476 8166 to discuss sponsorship opportunities or to book a table.

### Society IT Conference - Nothing But the Net

#### SAS Radisson Hotel, Glasgow - 7 Oct

This popular annual event will once again bring together the legal profession with the IT sector and explore the latest developments and issues. The conference attracts around 150 delegates, hosts a major exhibition, and offers a variety of sponsorship opportunities. Please contact Charlotta on 0131 476 8166 for further details.

### In-House Lawyers Group AGM / Symposium and Annual Dinner

#### The Hub, Edinburgh - 21 Nov

Building on the success of the 2007 conference, we return to the Hub for the main event in the In-House Lawyer calendar. The conference, which attracts around 100 delegates, will explore the latest developments and issues facing the profession. For information about the sponsorship opportunities available, please contact Tricia Sim on 0131 476 8133 or [triciasim@lawscot.org.uk](mailto:triciasim@lawscot.org.uk)



## New Lawyers

In 2007, the Society launched its high profile New Lawyers' Engagement Strategy, which focuses on supporting and communicating with those considering the study of law, law students, trainees and newly qualified solicitors. The strategy includes a range of promotional opportunities aimed at helping your business to target the future of the legal profession.

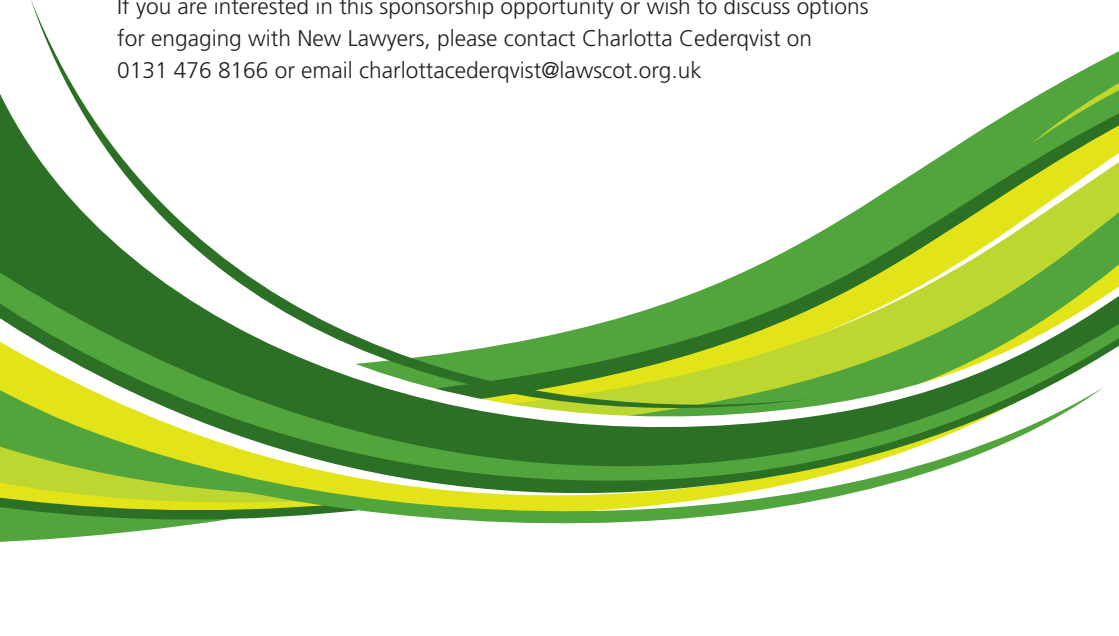
### **New Lawyers Sponsorship Package – £3,000 to £5,000**

(plus VAT, subject to benefits included)

The following benefits are linked to the main activities of the strategy, but there is flexibility to include other opportunities to suit your business objectives:

- Box advert with logo and hyperlink on the New Lawyers Web Pages
- Advert in the Law Society Diary distributed to all first year students
- Box advert with logo and hyperlink on the New Lawyers e-newsletter (two issues in academic session 2007/2008) and opportunity to contribute to the e-newsletter
- Insert in Society trainee packs distributed to all new trainees (600)
- Presence at different types of events for New Lawyers, where appropriate
- Other opportunities are likely to become available as the New Lawyers' Engagement Strategy develops.

If you are interested in this sponsorship opportunity or wish to discuss options for engaging with New Lawyers, please contact Charlotta Cederqvist on 0131 476 8166 or email [charlottacederqvist@lawscot.org.uk](mailto:charlottacederqvist@lawscot.org.uk)



## The Journal

The Journal is the Law Society's monthly magazine and features the latest news and developments within the legal sector as well as sections focusing on professional practice, property and in house issues. It has been awarded 'PPA Member Magazine of the Year' and has a monthly circulation of 10,500.

ADVERTISING RATES	DISPLAY	RECRUITMENT
Double page spread (colour)	£3450	£3795
Full Page (colour)	£1785	£1984
Half Page (colour)	£1175	£1306
Quarter Page (colour)	£637	£708
Sponsor Ad (colour)	£500	POA

All prices exclude VAT

Please direct all advertising enquiries to Niamh O'Shea, Connect Communications on 0131 561 0023 or email: [Niamh@connectcommunications.co.uk](mailto:Niamh@connectcommunications.co.uk)

The Journal is available to non members through subscription.

ANNUAL SUBSCRIPTION RATES	
UK Subscriber	£84 plus VAT
Overseas	£108 plus VAT
Trainees	£24 plus VAT

Please direct all subscription enquiries to Charlotta Cederqvist on 0131 476 8166 or email: [charlottacederqvist@lawscot.org.uk](mailto:charlottacederqvist@lawscot.org.uk)

## Journal Online

The Journal Online site – [www.journalonline.co.uk](http://www.journalonline.co.uk) – lets you download the latest issue of the magazine, view old issues, search articles and keeps you up to date with the latest legal news and events. Various pages throughout this site are available for banner advertising.

ADVERTISING	RATES	
Banner (Max 24K JPG/GIF)	244 x 60 pixels	£250 per month

## Members' Information

If you are looking to contact solicitors or firms in Scotland, it is possible to license data from the Society. The information is derived from the Society database, which is updated on an ongoing basis and compliant with the Data Protection Act (1998).

The licence includes a number of options with regards to firm type, size, specialisms, geographical area and type of solicitor. Costs range from £200 - £1,300 depending on the number of entries required.

To order a Members' Information Request Pack, please contact Charlotta Cederqvist on 0131 476 8166 or email: [charlottacederqvist@lawscot.org.uk](mailto:charlottacederqvist@lawscot.org.uk)

## **Further Information**

If you would like further information about the above schemes and the benefits they can bring to your company, please contact:

**Charlotta Cederqvist**

Business Development Manager  
The Law Society of Scotland

Tel: 0131 476 8166

E-mail: [charlottacederqvist@lawscot.org.uk](mailto:charlottacederqvist@lawscot.org.uk)