



THE LAW SOCIETY  
of SCOTLAND

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

# PROMOTIONAL OPPORTUNITIES 2009

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 2009.

## The Society Service Provider Scheme

The Service Provider Scheme is the Society's affinity scheme, developed for businesses that have an interest in the legal sector and wish to promote their services and products to the Society's members and legal firms.

Businesses can join the scheme on an annual basis and enjoy the following benefits:

- 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 sponsorships
- Preferential rates for advertising in The Journal
- Subscription to The Journal
- The Service Provider scheme is highlighted in the Society's monthly e-bulletin

**The annual cost of the scheme is £2,000 + 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 2009

The following seminars and conferences are currently available for sponsorship.

### SMALL EVENTS (UP TO 30 DELEGATES)

Cost £450 plus VAT	Month
Risk Management for Paralegals	May
Financial Development	April – June (3 dates)
Maximising your business	Sept (3 dates)
Manual Bookkeeping & Accounts Rules	Sept

### MEDIUM EVENTS (UP TO 50 DELEGATES)

Cost £695 plus VAT	Month
Planning for Retirement	June
Criminal Law Conference	Sept
Child Law Conference	Sept
Trusts & Executries for Paralegals	Sept
Legal Advice for the Older Client	

### LARGE EVENTS (OVER 50 DELEGATES)

Cost £995 plus VAT	Month
High Street Conference	April
Practice Management	June & Nov (2 dates)
Conveyancing Roadshow	May – Oct (6 dates)
Licensing Conference	Sept
Private Client Conference	Sept
Employment Law Conference	Sept
Agricultural Law Conference	Oct
APIL Personal Injury Conference	Oct
Legal Aid Conference	Nov
General Practitioner Forum	Nov
Sole Practitioner Forum	Nov
Practice Management Conference	Nov

It is possible to have promotional material/inserts in delegate packs at a cost of £2.00/item.

CPD for New Lawyers - The Society runs regular seminars for new lawyers (less than 5 years PQE) which are available for sponsorship.

In-House Lawyers Seminars - In-House lawyers are solicitors employed in public service and commerce, representing around 27% of practitioners. The Society organises around 50 seminars per year for this group, many of which are available for sponsorship.

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

## Main Conferences

### Law in Scotland – 60th Anniversary Conference

#### Edinburgh International Conference Centre, 8-9 May

Law in Scotland is a major event celebrating the Society's 60th anniversary and is aimed at the whole legal sector. Delegates attending this key event will include all levels of solicitors, both in private practice and public sector, as well as academics, advocates, sheriffs, judges and anyone else with an interest in the legal sector.

There are opportunities for sponsorship, exhibiting and advertising at this flagship event.

### Society IT Road show

#### Sept, various venues

For the first time ever, the Society is taking its annual IT event on the road around Scotland. Each event will explore the latest developments and issues in legal IT through a mixture of presentations and workshops. There will be opportunities for sponsorship and exhibitors, either for the full road show or for individual venues.

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

#### The Hub, Edinburgh, 20 Nov

Building on the success of the 2008 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. There are opportunities for both sponsorship and exhibiting at this popular event.

If you are interested in finding out more about any of the above events, please contact Charlotta Cederqvist on 0131 476 8166 or email [charlottacederqvist@lawscot.org.uk](mailto:charlottacederqvist@lawscot.org.uk)

## New Lawyers

The Society has launched and established the 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 target the future of the legal profession.

### New Lawyers Sponsorship Package – around £3,000 + VAT

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 (quarterly) and opportunity to contribute to the E-newsletter
- Insert in Society trainee packs distributed to all new trainees
- 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 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 10,589.

ADVERTISING RATES	DISPLAY	RECRUITMENT
Double page spread (colour)	£3554	£3909
Full Page (colour)	£1839	£2044
Half Page (colour)	£1210	£1345
Quarter Page (colour)	£656	£729
Sponsor Ad (colour)	£515	POA

All prices exclude VAT

Please direct all advertising enquiries to 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
Overseas	£108
Trainees	Free

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.

To discuss advertising options for Journal Online please contact Connect Communications on 0131 561 0023 or email: [niamh@connectcommunications.co.uk](mailto:niamh@connectcommunications.co.uk)

## Lawscotjobs.co.uk

Lawscotjobs.co.uk is the recruitment website for the Society and Journal Magazine. The site offers members and others looking for a job in the legal sector a dedicated recruitment portal to view and apply for jobs.

To discuss advertising options for Lawscotjobs.co.uk please contact Connect Communications on 0131 561 0020 or [elliott@connectcommunications.co.uk](mailto:elliott@connectcommunications.co.uk)

## 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)