Attend
Speak
Speak
Sponsor
50+ WEB-LIVE SESSIONS
1M+ TARGET ATTENDEES
80+ COUNTRIES COVERED
Your go-to-place for latest trends, New thinking, insights and creative ideas on dispute prevention, management and resolution.

Hear directly from innovators and other Fortune 500 in-house counsel, outside lawyers and academics around the world.

A destination for corporations and law firms that develop and maintain sophisticated approaches to prevent, manage and resolve commercial and organizational disputes.

50+ WEB-LIVE SESSIONS

1M+ TARGET ATTENDEES

80+ COUNTRIES COVERED
Make your presentations, Host a session or Speak at FICM WEB-LIVE Event Series conducted around the year.

FICM WEB-LIVE Events are topic-specific, interactive forums that provide distinct speaking opportunities. If you wish to share your new thinking and insights with a global and regional audience and would like to be considered as a WEB-LIVE Event speaker, presenter or host, we will be happy to hear from you.
FICM partners with leading global companies, leading law firms and other innovators who challenge the status quo and strive to change the world for the better. If you wish to reach an audience to global scale and local niche focus, we’d love to discuss our WEB-LIVE Event Partner program with you.

The FICM WEB-LIVE Events Partner Program is helping you lead the transformation. By combining the immediacy of the Web with the impact of streaming audio and video, our topic-specific seminars are packed with information and insights needed to address real-world needs.

Through live Q&A and advanced polling capabilities, participants have the opportunity to interact, share, and exchange real-world experiences and challenges in real time, with key industry experts discussing new perspectives, solutions, best practices, and key considerations.

The Web live sponsorship benefits include

Forge new relationships; with the most senior and influential business professionals

Strengthen business connections; build on already known relationships and take them to the next level.

Win business; by creating rapport and trust with connections you’ve made.

Be inspired; share new ideas and delve into innovative thoughts which can inspire fresh ideas for your business.

Exchange information; with those at the forefront of regional and international developments.

Exclusive news; discover never heard before information which will allow you to be ahead of the game.

Build your reputation; get noticed across sectors by being heard and being relevant at our events.
Media Partnership

FICM is soliciting and accepting proposals for Media Partnerships for our WEB-LIVE Events. Partnerships are available to all relevant print publications, associations, ezines, Web portals, and industry newsletters.

Whether delivering market-leading solutions, cutting-edge business strategies, product launches, or training, FICM’s WEB-LIVE Events serve a wide range of business goals.

Our Strategic Alliance Partners allow us to leverage our national and international presence with their local market expertise.
Active Sponsorship

or sponsors interested in higher visibility, this option includes an opportunity for the sponsor to speak as a knowledge expert in addition to having their company logo represented throughout the presentation.

$20 PER REGISTERED ATTENDEE | $3,000 MAX. ($1,000 MIN.)

Benefits include:

FREE attendance for YOUR delegates enabling you to also invite as many guests as you like.

Help shape the webinar agenda and content – bringing your strategic thinking to the event with the option to recommend speakers.

Sit on the expert webinar panel as a thought leader.

Deliver a 5-minute thought-leadership presentation on the webinar.

Prime branding on the website and throughout the webinar.

Additional branding on all event documents, emails, booking forms etc.

Full downloadable copy of the webinar after the event.

Social media posts – pre, during and post-conference activity

The sponsor name on the FICM WEB-LIVE Events Landing page, promotional broadcasts, and on FICM WEB-LIVE Events website.

Link to Sponsoring Company Page from FICM WEB-LIVE Events Website's event landing page and archive landing page.

Post Event Thank You Email with Sponsor Information.
Advertising Sponsorship

This sponsorship option, also known as a passive sponsorship, will be available to organizations who prefer general exposure, without having knowledge expertise in the specified subject area.

$10 PER REGISTERED ATTENDEE | $1,500 MAX. ($500 MIN.)

Benefits include:

5 Complimentary Webinar Registrations for Sponsor’s Own Clients or Prospects that are not FICM WEB-LIVE Events Members

The sponsor name is recognized on the landing page, broadcasts, and on the FICM WEB-LIVE Events website.

One time use of live attendee list (names and companies only)
Sponsor logos will be shown and company names will be mentioned at the beginning and end of the presentation.

Link to Sponsoring Company Page from FICM WEB-LIVE Events Website's event landing page and archive landing page

Post Event Thank You Email with Sponsor Information

The sponsor will be one of up to three exclusive sponsors for the webinar event.
Develop and Produce a WEB-LIVE Event

Work with FICM to develop and produce a WEB-LIVE Event.

Credibility
FICM is recognized as a reputable, objective third-party institutional organization.

Faculty
Highly credible industry leaders and new world innovators available to host, moderate and offer key perspectives, latest trends and insights.

Content
Valuable FICM program content, delivering first-hand objective analysis and vital viewpoints.

Alliances
Direct access to virtually any industry resources, through strategic partnerships with associations, organizations and trade publications that will be invited to align, endorse and cross-promote your FICM WEB-LIVE Event.

Why FICM
FICM is a recognized global institution for the modern world, respected for creating a new world order for managing disputes.

FICM’s WEB-LIVE Events provide a cost-effective, lead-generating platform designed to generate new business opportunities, increase product and brand awareness, and shorten your business acquisition cycles, leading to great ROI.

FICM’s Unique WEB-LIVE Event Formats Provide:

Third-party endorsement and validation
A forum for clients to showcase their intellectual property.

A way to avoid the “Black Cloud” of a business development pitch.

Direct access to a FICM resource.

A fully interactive audience engagement through live question-and-answer sessions, and interactive real-time response polling.
The FICM Difference

A Custom Turnkey Solution

Your dedicated WEB-LIVE Event team will manage development, production, marketing, and delivery.

Leveraging a Third-Party Brand

Recognized as a reputable, objective third party, our WEB-LIVE Event positions you as the “Industry Expert, while ensuring participants that their time will be well spent.

Credibility & Objectivity

Respected industry innovators host, moderate, and offer key perspectives and value-added content on key niche markets driven by your agenda.

Your Target Market

Leveraging both the FICM database and that of our alliance partners, we ensure that every WEB-LIVE Event is marketed to a target audience of your choice, getting your message in front of key decision-makers and industry players.
Benefits of FICM WEB-LIVE Events

**ENGAGING**
A powerful and highly interactive medium that lets you engage the audience with features such as live Q&A capability, audience polling/surveying, and real-time chat.

**COST-EFFECTIVE & EFFICIENT**
Reduce travel costs, reduce time, and increase access to your company executives without overextending their time.

**MEASURABLE**
Generates highly qualified leads through targeted audience development.

**FLEXIBLE**
WEB-LIVE Events can be scalable for any purpose. Customize the visual look and feel to fit the message and the audience.

**ACCESSIBLE**
WEB-LIVE Event archive online for on-demand viewing. Focus on a specific, niche audience or expand your reach to the global marketplace.

**EXCLUSIVITY**
FICM WEB-LIVE
Series 2020

SERIES 1
Disputes: Managing Risk And Reputation

SERIES 2
The General Counsel’s Toolkit For Managing Disputes
WEB-LIVE SERIES 1
Disputes: Managing Risk and Reputation

TOPICS AND SCHEDULE

May 1 2020
Dispute Prevention in the Time of COVID-19

May 15 2020
Cutting Edge Companies: Using Dispute Resolution Techniques to Address Workplace Conflict

June 1 2020
Important Trends in International Dispute Resolution

June 15 2020
Incentives for Outside Counsel to Embrace Dispute Resolution Options

June 15 2020
In-House Counsel are Uniquely Positioned to Drive ADR Solutions

July 1 2020
Online Dispute Resolution (ODR) and the Future of Law

July 15 2020
Risk Management & Crisis Response - Insights on avoiding and addressing corporate crises

Aug 1 2020
Avoiding Disputes for Reputation Building

Aug 15 2020
Employee Ombuds and Organizational Conflict Management

Sep 1 2020
Contracts that Prevent Disputes

Sep 15 2020
Shuttle Diplomacy and Dispute Management

Oct 2 2020
Managing litigation risk: stop disputes arising

Nov 1 2020
Beyond Mediation and Facilitation: Exploring Early Resolution Options
WEB-LIVE SERIES 2
The General Counsel’s toolkit for managing Disputes

TOPICS AND SCHEDULE

May 7 2020
Resources for implementing effective Dispute System Design

May 25 2020
Crisis Communications - How to Respond Effectively When the Public is Watching

June 10 2020
Risk Analysis in Dispute and Litigation Management

June 25 2020
Appointing outside counsel and Neutrals for Disputes

July 10 2020
Implementing organization wide Contract Systems and Contract Neutrals

July 25 2020
Modernisation of Arbitration Rules: What you need to know

Aug 10 2020
Expert Determination for effective settlements of disputes

Aug 25 2020
International Arbitral Awards and Enforcement

Sep 10 2020
Contract Negotiation, Renegotiation and Contract Neutrals

Sep 25 2020
Creating a Secure Organisation by mitigating risk of disputes

Oct 10 2020
Dispute Resolution & Risk Management

Oct 25 2020
Corporate Dispute Management Continuum

Nov 10 2020
In-House Counsel Resources for Pro-active Dispute Resolution

Nov 25 2020
Online Dispute Resolution: What You Need to Know Now

Dec 10 2020
Resolving Technology and IP Disputes with Online Dispute Resolution

Dec 25 2020
How the online environment is delivering settlement – the next chapter for mediation
Design, produce, and deliver a multi-media email invitation and/or a text email invitation, with the sponsor’s company logo and content summary, to both the FICM and alliance partner’s community. The multi-media and/or text invitation will also be available to our sponsor for their own distribution.

A reminder email blast and phone call to all registrants prior to the event

Design, produce, and display a dedicated HTML landing page as well as promotional banners for the event, including the sponsor’s company logo, event content summary and speakers, on the FICM Web site and the Sponsor’s Web site to capture registrations. Banners will be provided to the sponsor for placement on their Website.

FICM will utilize its strategic alliances with key publications and associations to generate additional exposure through print advertising, online promotions, and marketing at industry events.

Marketing campaign to select from the FICM and alliance partner’s databases, which will be determined by the sponsor.

Post event, each registrant will be notified on how and where to share the archived presentation with colleagues.
ENGAGING
A powerful and highly interactive medium that lets you engage the audience with features such as live Q&A capability, audience polling/surveying, and real-time chat.

COST-EFFECTIVE & EFFICIENT
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MEASURABLE
Generates highly qualified leads through targeted audience development.

FLEXIBLE
WEB-LIVE Events can be scalable for any purpose. Customize the visual look and feel to fit the message and the audience.

ACCESSIBLE
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EXCLUSIVITY
1. What is a FICM WEB-LIVE Event?

A FICM WEB-LIVE Event is a complimentary (free to register and attend) content-driven program 60 minutes in duration.

2. How is the program designed?

It is generally broken into four, 15-minute segments:

Segment 1 – A FICM analyst provides an industry overview.

Segment 2 – A case study of a company that has successfully utilized and implemented services and solutions in the industry arena.

**This company will be the client of a sponsor and will not mention your company’s name, but more, discuss the services you were able to implement keeping in line with our “content-driven” and “FICM” branded program.

Segment 3 – The sponsoring company will tell the story of how they were able to identify the client’s needs and challenges, offer the solutions and implement the services, allowing this client to garner the incredible returns and ROI they were able to achieve.

Segment 4 – Q & A

3. How do we market a WEB-LIVE Event?

Once your company makes the decision to partner with FICM to produce a WEB-LIVE Event, we will immediately begin planning.

One of the topics we will spend some time on is defining your target market for this event. We will tap our database of more than 1 lac accounts and use our resources to leverage existing and forge new alliances with industry associations and publications to reach relevant and targeted prospects.

Marketing efforts will include a mix of vehicles including email marketing, digital / Social media and marketing at industry meetings, etc.

5. Customization, and what kind of leads will I receive?

Everything from the registration page, to the programs content, to the interactive polling questions is customized, allowing your company to point the direction.

Your company may add 2-3 questions to the registration page, which will help you disseminate between the A, B, and C leads. Additionally, you will receive all of the questions asked during the Q&A period, as well as how participants answered your custom polling questions, providing you with a prospect list that’s not just made up of names, but a detailed profile and preview of their needs.

6. What am I provided with at the conclusion of the WEB-LIVE Event?

At the end, you are provided with all of the registrants’ contact information and a one-year archive of the presentation, to be housed both on your site and our site. In addition, you will have access to all relevant contact information for additional registrants who log on to the archived versions of the program, which we will continue to market to the end.
FICM WEB-LIVE Events Team

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