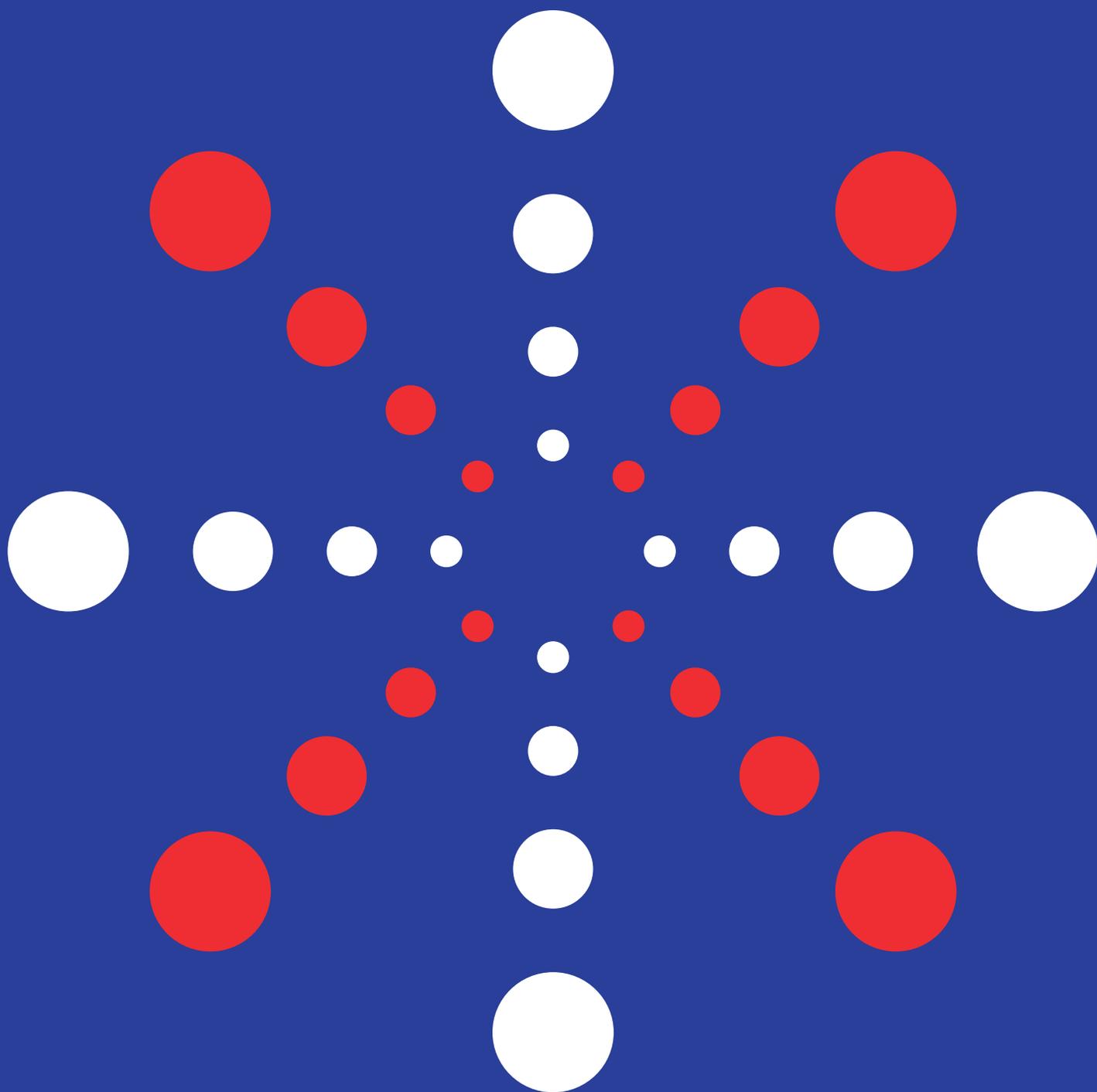


# London International Disputes Week 2021

SPONSORSHIP OPPORTUNITIES

10 – 14 May 2021



## The Background

London is unique when it comes to the management and resolution of disputes. It hosts and attracts practitioners and clients from all over the world, speaking many languages, across hundreds of law firms and barristers' chambers. It is supported by the full strength of English law and the judiciary via the courts of England & Wales, and a wide range of experts and ancillary services.

**45<sup>+</sup>**

*Countries*

Disputes from all around the world are resolved here involving financial services, shipping, insurance, energy, intellectual property, pharmaceuticals, mining and many others resolved by High Court litigation, arbitration, mediation, expert determination, negotiation and adjudication. Nowhere else offers such a depth and breadth of expertise and experience. Nowhere else offers such a uniquely efficient legal ecosystem, providing the expertise required for the resolution of disputes with transparent outcomes, against the background of a world-class city. In a time of change and disruption, the London disputes market is not complacent.

**40<sup>+</sup>**

*Languages*

In May 2019, the London disputes community came together to host the inaugural London International Disputes Week (LIDW). Its contribution has been recognised and endorsed by a number of significant bodies, publications and reports, such as the APPG Report on Securing the UK's position as a global disputes hub, the City UK Legal Services Report 2020 and the Lord Chief Justice's Report on the court system for 2020. LIDW also played a prominent role in supporting the Commercial Court 125<sup>th</sup> anniversary conference in September 2020.

LIDW was scheduled to run in 2020 but, like many other events, was postponed due to the COVID-19 pandemic. LIDW 2021 will now run during the week of 10 May 2021 (LIDW Week). As a result of the ongoing pandemic and reflecting the great leap forwards in the available technology to bring practitioners together from across the world, LIDW 2021 will now be virtual. LIDW 2021 will be run on a highly interactive virtual platform which will offer far more opportunities than 'traditional' virtual platforms and a traditional in person event.

LIDW 2021 will give rise to promotional opportunities for sponsors across the following official LIDW events:

- The **LIDW 2021 Conference** (the Core Conference) occurring across LIDW Week;
- **Member hosted events** occurring in the same week; and
- **Online activities** in the run up to and following LIDW Week.

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## LIDW 2021

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LIDW 2019's strength was the broad community base working together with the support of the judiciary, City of London, London City Hall and central government. LIDW 2021 will build on that in the programme and the networking opportunities available to all those attending and will continue to build that community of those working in and with firms in London.

As a result of the pandemic we have adjusted our format to run a fully virtual event that will be hosted on a premium online platform. The platform offers an interactive experience with opportunities for live events, viewing prior events on demand, networking, dedicated sponsor areas and additional interactive opportunities. Furthermore, a virtual format enables us to involve a far greater number of international delegates.

We are confident that the number of participants will exceed 2,500 throughout LIDW Week (and potentially many more) with the ability to tailor events to different regions, sectors and areas of law. The programme will be adapted to reflect more international perspectives and though we will miss the chance to see delegates in person, we are excited about what we can achieve using the technology available to us.

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## Sponsorship Opportunity

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LIDW 2021 offers a unique sponsorship opportunity. The ability to highlight your capabilities across the widest range of the disputes market to such a large number of participants (corporate counsel, private practice and many support sectors) in London and beyond is unrivalled.

### Why Sponsor LIDW 2021?

Being a sponsor of LIDW 2021 enables you to join the group of like-minded organisations looking to further position London as the global hub for dispute resolution and promote your brand as a key provider/supporter to the global disputes market.

The platform that LIDW 2021 will be held on shall provide a range of sponsorship benefits and opportunities including a dedicated sponsor's area and opportunities for sponsors to produce their own content and benefit from LIDW's significant digital presence.

The virtual nature of LIDW 2021 means that our international reach will be considerable, presenting sponsors a valuable opportunity to benefit from this. Furthermore, recent studies have highlighted the benefits of virtual events. As an example, Eventbrite have shown that delegate engagement at virtual events is considerably higher than at physical events:



The Rt Hon Robert Buckland QC, Lord Chancellor, and Sir Geoffrey Vos, Master of the Rolls, have both provisionally agreed to speak at LIDW 2021, demonstrating the high profile nature of the event and the benefits of sponsorship.

## The Audience

LIDW 2021 is again presented by a large group of leading law firms, barristers' chambers, experts, academics, legal commentators, and dispute resolution organisations to an international and diverse audience. For many sponsors, that is a key target group in itself. LIDW 2021 promises to reach thousands of people across the international disputes community with a significant programme of activities in the lead up to, during, and following LIDW Week.

LIDW 2019 reached one million accounts on social media and it is anticipated that LIDW 2021's increased online presence will see this figure grow significantly. The existing brand recognition that LIDW now has, the current climate, the PR and media support that LIDW has secured, together with the virtual aspects of LIDW 2021 on a sophisticated technology platform, presents huge potential for global reach.

# 50<sup>+</sup>

*Barristers  
chambers*

*"Thanks for your support and congratulations on a very successful and well organised event."*

# 200<sup>+</sup>

*Law firms*

*"Bravo to you and the entire LIDW team for a terrific inaugural event!"*

# ~1million

Accounts reached on social media

## Sponsorship Options

Sponsorship Opportunities (anticipated 2500+ attendees)			
Features	Silver (maximum 20)	Gold (maximum 10)	Platinum* (maximum 5)
	£5,000**	£10,000**	£15,000**
Complimentary tickets	10	20	30
Dedicated sponsor area, including contact information, sponsor details and logo	✓	✓	✓
Logo as sponsor included on the holding page for all streamed and virtual events	✓	✓	✓
Logo as sponsor on LIDW website and platform	✓	✓	✓
Announcement on LIDW's website and via LIDW social media upon sponsor confirmation	✓	✓	✓
Sponsor profiles to be shared via LIDW social media (weekly updates in the build up to LIDW)	✓	✓	✓
Delegate contact details (where consent is given)	✓ (after LIDW)	✓ (at commencement of LIDW)	✓ (before LIDW)
Partner with LIDW on thought leadership articles (consistent with LIDW editorial policies)	One after LIDW	One before or after LIDW	One before and one after LIDW
Speaking opportunities (reasonable endeavours basis, content/speaker aligned with session)	X	✓	✓
Host an official LIDW webinar at a date and time to be agreed during the LIDW (outside Core Conference timings)	X	✓	✓
Sponsor's video on LIDW platform	X	✓	✓
Prominent showing of sponsor's video during Core Conference	X	X	✓
Host an official virtual LIDW networking event or break out session supported by First Event***	X	X	✓
Acknowledgement at start and end of 2021 Core Conference sessions, highlighting sponsors and encouraging networking	X	X	✓

**Notes to table:** \* A maximum of 2 sponsors from any competing sector. \*\* Plus VAT. \*\*\* Sponsor's choice to engage First Event or another events company to provide a bespoke activity at sponsor's cost.

**Sectors:** Financial Experts; Non-Financial Experts; Litigation Funders; Legal Technology Providers; Translation Companies; Professional Institutions.

## Online Platform and Virtual Networking

As we adapt to more online activities, the technology options are improving every month. It is therefore deliberate that we do not specify a platform at this stage. The platforms under consideration for LIDW 2021 are bespoke and advanced technologies. The end user and delegate engagement are two key elements and the platforms have been designed with these at their centre.

Whilst a specific platform has been identified, LIDW will not make a final decision on the platform until nearer the event itself. We would be happy to demonstrate the provisional platform selected with potential sponsors.

The platform that LIDW 2021 elects to host the event on is expected to include live and pre-recorded events, designated sponsor areas, breakout rooms and a variety of applications to drive engagement. Sponsors have the capability to upload downloadable documents and pre-recorded video content as well as hosting round table discussions and larger networking sessions.

Sponsors will have the opportunity have training to maximise the opportunities available on the platform and information shall be sent to delegates on how to navigate the platform.

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# Members, Support and Reach

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LIDW was set up in 2019 by over 40 organisations, each of which making a financial contribution to provide seed funding to LIDW. LIDW is now a membership organisation having expanded from the 40 founders to over 100 member organisations.

## Institutional Support

In addition to commercial organisations, LIDW 2019 was also supported by a number of institutional organisations including those listed below:

- The Ministry of Justice
- Judiciary of England and Wales
- GC100
- The Law Society of England and Wales
- International Chamber of Commerce (ICC) UK
- Chartered Institute of Arbitrators
- London Court of International Arbitration (LCIA)
- The Bar Council
- London Maritime Arbitrators Association (LMAA)
- School of International Arbitration, Queen Mary University of London
- British Institute of International and Comparative Law
- Centre for Effective Dispute (CEDR)

Many of these institutions are already supporting LIDW 2021.

## Press

LIDW 2019 was supported by LexisNexis, GAR, CDR, Legalease and covered by national and international press (such as The Times, the New Law Journal, the Kluwer Arbitration Blog and the Global Legal Post). LIDW also has a strong social media presence on LinkedIn and Twitter, reaching one million accounts during LIDW 2019. We expect LIDW 2021 to reach even greater numbers this year due an increased online presence, interest and activity, and the various virtual aspects being introduced for the 2021 event.

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## LIDW 2019 in numbers

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**1,130 registrations from 47 jurisdictions**

<b>Event</b>	<b>No. of participants</b>
Banking Hall opening drinks	450
Flagship Conference at National Gallery	274
Young practitioner event/Law Rocks event at Café de Paris	150
Gala Dinner at Mansion House	350 (max. capacity)
GAR Live London	169

**230 total speakers throughout the week, including:**

Corporate counsel	20
International speakers	20
Judges	16
Government officials (UK and international)	6

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# Sponsorship Process

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We already have several sponsors in place. Potential sponsors are asked to confirm interest as soon as possible. Those chosen for the different categories will then be asked to move to an agreed commitment and payment schedule as soon as possible to gain full advantage of sponsorship.

Interest in sponsorship can be via email to those sharing this brochure with you or to **Becky Brett** at **lidw@firstevent.co.uk** on behalf of the sponsorship committee. Final decisions on sponsorship will be taken by the sponsorship committee. Any member with a potential conflict of interest for any sector will recuse themselves from any choice on which sponsor(s) to select for that sector.

No sponsorship package is guaranteed until finally agreed. Sponsorship is intended in the first instance for suppliers to law firms and barristers, rather than from law firms and barristers chambers, which is why LIDW members are not sponsoring beyond their original seed capital.

Given the continuing pandemic, the sponsorship committee reserve the right to adjust sponsorship arrangements prior to LIDW 2021. However, the sponsorship committee will endeavour to ensure sponsors receive opportunities of equal or similar quality in nature wherever possible. The right is also reserved to choose not to accept a particular proposed sponsor and no reason is required to be provided.

## Sponsorship Committee

### **Guy Pendell**

Partner, Head of Disputes, CMS  
Guy.Pendell@cms-cmno.com

### **Colin Johnson**

Partner, HKA  
colinjohnson@hka.com

### **Artem Doudko**

Partner, Head of Russia & CIS Disputes, Osborne Clarke  
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### **Amelia Snare**

Head of Business Development, Clyde & Co  
amelia.snare@clydeco.com

## Treatment of Sums Received

LIDW 2021 is a non-profit making event. Any sums received will be used for the payment of expenses related to events forming part of LIDW at the discretion of the organising committee on behalf of London International Disputes Week Limited. If there are any excess sums available after all payments have been made, these will be used either to provide starting capital for the next LIDW event, to fund LIDW backed events in the period between LIDW 2021 and the next LIDW and/or to make a contribution to the chosen charity or charities of the week – to be determined.