



Shipman & Goodwin Engages Clients and Prospects with GlobalMeet Webcast

Connecticut-based law firm implements webcasting platform to engage current and prospective clients.

Shipman & Goodwin LLP is a full-service law firm with more than 175 attorneys and 175 support staff in offices throughout Connecticut, and in New York and Washington, DC. For nearly 100 years, the firm has been serving the needs of local, national and international clients in a variety of industries; most notably, the financial services, real estate, education, healthcare, manufacturing and technology sectors.

Shipman & Goodwin is a trusted advisor to their extensive client base, helping navigate complex business transactions, resolve business disputes and ultimately, position them for future growth.

This law firm needed a webcasting platform to engage current clients, educate prospective clients and meet their annual Certified Legal Education (CLE) requirement. In addition, they wanted a medium where lawyers could interact with and discuss legal topics with audiences of 300 participants (and the ability to scale to 10,000).

Sharing Legal News, Updates and Education with Webcasting

In 2016, Shipman & Goodwin implemented PGi's robust webcasting platform, GlobalMeet Webcast. With the help of GlobalMeet Webcast's event services team, they are able to

effortlessly set up and stream live webinars and webcasts to inform and educate their key audiences. PGi sat down with Shipman & Goodwin's Business Development Manager Kathleen Glass to talk through their success with the platform:

Seamless Planning Process

By partnering with the GlobalMeet Webcast event services team, planning large-scale events has been seamless for the law firm. "I still remember our very first event when our GlobalMeet Webcast account team and production manager went over the features and functionality of the platform. They walked me through the many bells and whistles and I quickly realized how intuitive the solution was," remarks Glass. From initial invite to post-event reporting, GlobalMeet Webcast's seasoned event services team impeccably covers all details.

Custom Branding

The ability to showcase the Shipman & Goodwin brand was another selling point for the law firm. Glass notes, "I love that we are able to place our logo and have customizable graphics throughout the event. It really takes everything to the next level and ensures we leave our participants with a lasting impression." Branded registration pages are also another perk to streamline the experience for the organization and participants.

Q&A and Polling

"A very important part of my role in these events is making sure our lawyers feel comfortable speaking and taking questions during the event," Glass notes. "GlobalMeet Webcast makes that simple, helping the lawyers further engage and add value to the viewer," she continues. With GlobalMeet Webcast, participants are able to engage with their speakers by asking questions throughout the event, complete polls when prompted and share sound bites on their social media outlets in real-time.

Ability to Scale

GlobalMeet Webcast is especially useful when hosting large groups. Though Shipman & Goodwin has hosted events as small as 10-15 people, they have also grown to love its ability to scale to 300+ participants. "We recently hosted a webinar on the new federal overtime rule—a hot topic in 2016— and we had nearly 300 people present with zero hiccups. That speaks to the quality of the product," remarks Glass. Additionally, the law firm uses the on-demand recording feature when following up with those who could not attend.

Robust Reporting and Analytics

Firms like Shipman & Goodwin have benefited from GlobalMeet Webcast's extensive pre- and post-reporting capabilities. Providing the insight of who signed up and how they interacted with the event is imperative. Using these stats, Shipman & Goodwin is able to accurately and confidently send out reminders prior to the event and follow-up appropriately after the event has ended.

Self-Service Capabilities

In light of their success with the managed GlobalMeet Webcast events, Shipman & Goodwin recently signed on to use the platform's self-service model, enabling them to create, manage and report on all events themselves. With this change, they hope to expand their efforts and utilize the webcasting platform for CLE courses, marketing automation integration and eCommerce.

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