



Marketing and social media support to deliver the Legal Services Board's Reshaping Legal Services conference on 5/6 March 2025

Early Market Engagement - Invitation to quote

Background

The Legal Services Board (LSB) oversees the regulation of legal services in England and Wales. As set out in our [strategy for the sector](#), we have set an ambitious vision to reshape legal services to better meet the needs of society. We want to ensure that people who need legal services can get the support they need. However, we know that effective regulation is only part of the solution. We will only be successful if people across the profession collaborate to find solutions.

Introduction

We are in the very early budget planning stages of organising an annual conference scheduled to take place around on 5/6 March 2025 in London.

We are seeking a company that can manage the conference. It will be a free hybrid event with the aim to attract 250+ in person attendees. We plan to invite a wide range of individuals with a role to play in improving legal services for the public and promoting access to justice, including lawyers and legal services practitioners, judges, charities, consumer organisations, politicians, think tanks, etc.

The day before the conference, we plan to hold a summit/dinner for about 50 senior people across the legal services sector. We are seeking input and proposals specifically for costs from potential events managers to help shape the event's success.

We are a small organisation (around 30) with a small comms team (3), and these will be our first big-scale events. We have an experienced events and stakeholder engagement manager, and we have some experience with smaller events in the last two years, but we want to reduce the risks of these upcoming events by hiring agency support.

We are looking for a ballpark figure for what we can expect to spend, with no obligations. The kind of support we are looking for is [management for the conference](#) and support on marketing and promoting the event widely to get the right people there, support with signing up/onboarding delegates, providing social media support for the event.

Reshaping Legal Services conference 2025

This will be our third annual conference and we would like to build on the momentum of our previous [annual conferences](#). We would like to foster collaboration around our vision, jointly with the Legal Services Consumer Panel (LSCP). We are organising a conference for the legal services sector on 5/6 March 2025. The main themes of the Reshaping Legal Services

conference might be **EDI, consumer protection and professional ethics**, but are yet to be confirmed.

The event typically includes keynote presentations, panel discussions, networking sessions, and exhibitors.

The event is taking place at the **King's Fund, London**. We hope to attract 250 people (theatre style); the maximum in the room is 280. We will also live-stream the event.

We hope for in-person attendance from lawyers (barristers, solicitors etc.), judges, academics, charities, consumer bodies etc. – a range of senior/influential people across the sector. We also offer to meet the expenses of a small number of students/people early in their careers to attend in person.

We hope the event will also have a broad appeal, so we will promote the web stream to a wider audience, including law students and those unable to attend in person.

Event programme

We are in the early planning stages and have yet to set an agenda with speakers/panellists and will produce an agenda over the autumn.

Our support requirements

As we are a small team of communications professionals, we are looking to partner with an event management agency to provide the following support:

Essential

- **Registration management** for all attendees. Including management of all types of attendees; bursary, exhibitors, speakers, board members, online.
- **Speaker management.** Involving the coordination of speakers presentations, photos, bios, dietary requirements
- **Video production;** create a short video summarising the key outcomes of the previous conference to show at the start of the 2025 event.
- **Marketing and promotions/social media support:**
 - a) Help us to create a 'buzz' in the lead-up to the event, using, for example, social media and targeted opinion pieces, to attract delegates and crowdsource content/ideas for the event.
 - a) To promote the event. Including drafting and designing tailored collateral for the LSB and LSCP colleagues and event speakers/panellists to share. The LSB and LSCP are on X and LinkedIn. (Paid social media advertising is not an option due to financial constraints.)
 - b) Support with social media on the day, including capturing and sharing content on X - live tweeting throughout from the LSB's account.
 - c) Creating social media collateral that can be shared following the event to

demonstrate the outputs and outcomes and build on the 'buzz' of the event.

- **Creation and design of digital event collateral** – email signature for colleagues to promote the conference, website banners, PowerPoint templates, and digital signage for the event (6 screens).
- **Design and printing** of name delegate badges.

Extra support

- Exhibitor co-ordination. To include collation of all details required from exhibitors.
- Identifying new potential exhibitors
- Venue management; logistics including catering and AV/tech requirements.
- AV and technical support pre and during the event
- Email campaigns to promote the event and encourage sign up to the conference.
- Design an online conference brochure/event guide – similar to [the one from 2024](#).
- Post event evaluation and reporting.

Proposal requirements

To help us plan our budget, we kindly request an outline proposal that shows your suggested approach, services, and detailed cost breakdown for the above scope aspects with details of:

- Company profile and relevant experience
- Samples of previous client videos
- Marketing and promotional strategy
- Team members and roles

Please ensure that the proposal provides sufficient detail to enable us to make informed budgetary decisions. Additionally, if there are any particular considerations or unique offerings your company brings to the table, please feel free to include them in your proposal.

Please submit your proposal by **noon on Friday 24th May 2024**.

Email it to Mandy Caruana – tenders@legalservicesboard.org.uk

Confidentiality

All information provided in response to this proposal is confidential and should not be disclosed to third parties without prior written consent from the Legal Services Board.