SCGLEGAL®
A WORLDWIDE NETWORK OF LEADING LAW FIRMS

Global Spin Studio:
Members On Matters That Matter

Great Opportunity for Business Development, Networking & Thought Leadership

At no cost and inclusive of full production (recording + editing) support, SCG Legal features member firms through its network pod/webcast opportunities. These short-form audio/video offerings promote thought leadership and underpin business development and referral activities across the network as well as externally to current and prospective clients.

➢ **Click HERE for the full library of episodes.**

General Overview

- Participants? Network members always; non-member industry/experts (must agree to public distribution) welcome*
- Schedule? At mutual convenience between participants and SCG
  - Prep Meeting: If requested, SCG can coordinate a brief call to answer questions and talk through the format, topics, etc.
  - Recording: See below
- Format? Best as a conversation/Q&A between participants (think virtual 'panel')
  - SCG can play the role of moderator if/as needed (may require planted questions from participants)
  - Video and audio are best but can also be just audio
  - For complex topics, longer episodes can be broken up in Part 1, 2, etc. and/or be part of a new/established network series
  - All participants receive draft – of recording + title/teaser text – to review and provide edits
    - Re-recording available as necessary
- Topic? Participant-driven, often highlighting an opportunity, challenge, or change
  - Attorneys/Experts from same/related practice area/s to highlight expertise at firm, within industry, across network
  - Members can team independently or SCG can help pair based on topic

Specific Studio Platforms

SCG GLOBAL SPIN

- **Final episode time? ~20 mins**
  - Recording time of 30-60 mins
  - 2-3 people, max 4 if including moderator

SCG global spinette

- **Final episode time? ~10 mins**
  - Recording time of ~30 mins
  - 1 person, max 2 if including moderator

Promotion

- Distribution is through all available SCG channels (e.g., member emails, main SCG website, dedicated Global Spin website, LinkedIn, etc.) + all participants receive the recording link and are welcome – encouraged! – to share it through their own marcom/public relations channels

Best Practices for a Great Spin/ette

- Provide a phonetic spelling of first and/or last name if/as necessary
- Ensure firm bio is current including profile picture
- Ensure LinkedIn profile (if active) is current including correct firm, profile picture, etc.
- Ensure recording environment is conducive to the optimum result
  - Limit/Eliminate background noise
  - Turn off/silence computer notifications
  - Ensure computer microphone is working properly and/or use headphones with built-in mic
  - If using a conference room, please ensure microphone is close to you/each participant
- Unless otherwise discussed/decided, please use a plain virtual background with firm logo placed where it be visible (typically top left or right corner to avoid being blocked by head/movement)
  - SCG can provide examples/assist in creating (and talk you through implementation of) this background

**SCG reserves the right to approve all participation*