

# Lawline Guide to Filming a Live Webcast: FAQ and Resources for Speakers

## About Lawline

We are dedicated to helping you take charge of your professional growth and provide you with the opportunity to live and breathe the reason you are an attorney. With timely, relevant, and robust educational content that covers a broad range of practice areas, our platform transforms traditional Continuing Legal Education (CLE) compliance into innovative and actionable takeaways that accelerate your ability to grow and serve your clients in the pursuit of justice. Lawline has received multiple awards recognizing its superior content, customer service, and company culture. Our success has been featured in The Wall Street Journal, Entrepreneur, Forbes.com, and the National Law Journal.

## Content

Lawline produces high-end CLE programming for the legal market, including courses focused on specific practice areas and industries, programs that explore and expound on current events, critical legal developments, pressing issues that meet your educational needs, and state-specific courses that target viewers from the largest CLE markets

## Market Transmission

- Live webcasts are recorded live using Zoom, and later showcased in our easy-to-search on-demand library
- Marketing is targeted to Lawline users nationwide from a wide variety of practice areas
- Programs are automatically approved for CLE in a minimum of 18 states, with approved provider status in additional top markets
- We provide our faculty with quarterly reporting on viewership and viewer feedback
- [Click here for our Featured Faculty Spotlights](#)



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# STEPS TO CREATING A LIVE WEBCAST

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## 1 - SELECT A TIME AND DATE FOR YOUR PROGRAM

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- Communicate with your Lawline Contact to select an available date and time for your program and determine the duration.
- Submit your signed faculty release.

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## 2 - SUBMIT YOUR COURSE MATERIALS

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Please submit the following course materials for your program by the agreed upon deadlines:

- Title, Course Description and Learning Objectives
- Presenter bio(s) and digital photo(s)
- PowerPoint Slide Deck (more details below)

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## 3 - SCHEDULE A REMOTE FILMING TEST

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- Our Production Team will reach out to gather information about your current tech setup, ship any necessary equipment, and schedule a remote filming test to ensure you are completely comfortable with our technology prior to the filming of your program.

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## 4 - BEST PRACTICES ON THE DAY OF YOUR PROGRAM

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- *Be Prepared.* Join the Zoom Meeting fifteen minutes before your program is scheduled to begin. Make sure you are logged into your slides and are prepared to navigate them during the presentation. We will provide the links you will need in the advance of the program.
- *Use An Appropriate Background.* Please make sure you are positioned against a clean and neutral background to achieve a sleek, professional look during the program. If you wish to use a Virtual Background, please let us know in advance.
- *Wear Professional Attire.* Solid colors and business or business casual dress is preferred.
- *Fill the Time.* Do not end early. To meet CLE accreditation requirements, you must speak for the full duration of your program.
- *Don't Stop in the Middle.* If you make a mistake, just keep going. The program is a live broadcast with a live audience, so we cannot stop until the end of the program.
- Most of all, have fun! Thank you for presenting with Lawline.



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# AFTER THE PROGRAM: NEXT STEPS

## ON DEMAND

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Within one week after filming, your program will be available for viewing in Lawline's on-demand library.

## QUARTERLY REPORTS

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At the beginning of each quarter, you will receive a report of the following:

- Total views of your program(s)
- Viewer rating
- Comments and feedback

## TEACHING CREDIT CERTIFICATES

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We will email you your teaching credit certificates for any states you are admitted in. Your certificates will also always be available in your Lawline account.

## BRANDING AND MARKETING

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- You are welcome to use a firm-branded Virtual Background. Please make sure to have this ready in advance of your filming walkthrough (to be scheduled in advance by a member of our production team) so we can troubleshoot any problems and make sure you look good!
- You may also use a Law Firm branded PowerPoint slide deck.
- Upon request, we will create professionally edited clips from your program for use on social media, websites, and in other promotional materials.
- Feel free to share your program details on your social media channels.



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# FREQUENTLY ASKED QUESTIONS

## How are Lawline programs recorded?

- All Lawline programs are live webcasted and recorded remotely using Zoom. A member of our Production team will conduct a test with you in advance of your program to ensure that you are completely familiar with the recording process.

## What are the requirements for the PowerPoint?

- A PowerPoint presentation, in a .ppt or .pptx file format, is required. Our system cannot accommodate animations, transitions, or hyperlinks. Please use a large font size.
- The PowerPoint should (1) be useful standing alone without the accompanying video and (2) serve as a general resource after course completion. We recommend at least 30 (detailed, text-based) slides for a 60 minute presentation. Statutes, opinions, regulations, pleadings, etc. must be accompanied by an explanation of their relevance and any related practice tips. If you use hypotheticals, you must include a written discussion and/or responses somewhere in the PowerPoint.
- Please also include a final slide with 3 – 5 key takeaways to help the viewer review what they have learned. You can find examples of takeaways attached to your confirmation email.
- We cannot play audio or videos that are embedded in the PowerPoint. If you wish to play media during the program, please discuss this with your Lawline Contact prior to the program.

## Can I include supplemental materials?

- Absolutely! You are not required to provide supplemental materials, but we encourage the inclusion of material such as sample agreements or other legal documents, links to resource libraries, citations to cases, or other information that would be useful to attorneys practicing in this area.  
Send any supplemental materials to your Lawline Contact in PDF format. They will be made available to viewers for download.

## Can I poll the audience?

- Yes! We encourage you to use polls throughout your program in order to engage with your viewers. Polls must be included in your PowerPoint and you must send us any poll questions as well as the corresponding slide numbers at least 2 business days before your program. We will input all questions into our polling feature and you will be able to see live results from viewers throughout your presentation.

## How long before my program should I log onto Zoom?

- Please join your Zoom meeting fifteen minutes prior to your program start time. You can find the Zoom meeting link in the calendar invitation for your program, or in the instructions emailed to you by your Lawline Contact.

## Will my program have a live audience?

- Yes, your course will be webcast live. You will not be able to see the attendees, but viewers will be watching live remotely from their computers and mobile devices. They will be able to see both you and your slides as you present.

## Can viewers ask questions?

- Yes. Viewers can ask questions throughout the duration of your program. Customer questions will be sent to you via the chat function in Zoom. You are not obligated to answer questions, and there is no guarantee that any questions will come in.

## Should I reserve time for questions?

- No. There is no guarantee that viewers will ask questions. As such, we do not recommend reserving time for questions. You should be prepared to fill the entire scheduled time slot so that attorneys can receive their full CLE credit.

## Do I receive CLE credit for teaching?

- Yes! We will email you your CLE teaching credit certificate(s) once your program goes on demand. Please notify us in advance of the program what states you are admitted in.

## Can I play video clips during the program?

- Yes, we can incorporate video and audio. Please discuss any media you wish to play with your Lawline Contact at least two weeks prior to the program. We also ask that you submit your videos in electronic format (e.g. mp4 file or YouTube video) two weeks in advance.

## Can I promote my program online?

- Of course! Feel free to promote your program on social media, your website, or elsewhere. Some sample language you can use when you link to the course page: "Check out [Faculty Name] presenting with @Lawline on [Program Topic]!" This is also a great way to use any clips from your program to boost your online presence.

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# TOP LAW FIRMS

Lawline brings in faculty from the top law firms in the country, including:

- Alston & Bird
- Anderson Kill
- Archer & Greiner
- Arent Fox
- Arnold & Porter
- Axinn, Veltrop & Harkrider
- BakerHostetler
- Ballard Spahr
- Becker & Poliakoff
- Best Best & Krieger
- Blank Rome
- Cadwalader, Wickersham & Taft
- Cooley LLP
- Davis Polk & Wardwell
- Dechert
- Dentons
- Dickinson Wright
- DLA Piper
- Drinker Biddle & Reath
- Duane Morris
- Epstein Becker & Green
- Farrell Fritz
- Fitzpatrick, Cella, Harper, & Scinto
- Foley & Lardner
- Fox Rothschild
- Fragomen, Del Rey, Bernsen, & Loewy
- Gibbons
- Gibson, Dunn & Crutcher
- Gordon Rees Scully Mansukhani
- Greenberg Traurig
- Haynes and Boone
- Herrick Feinstein
- Hogan Lovells
- Holland & Knight
- Hughes Hubbard & Reed
- Hunton & Williams
- Jackson Lewis
- Jenner & Block
- Jones Day
- Katten Muchin Rosenman
- Kelley Drye & Warren
- Latham & Watkins
- Lewis Brisbois Bisgaard & Smith LLP
- Littler Mendelson
- Locke Lord
- Loeb & Loeb
- Mayer Brown
- McDermott Will & Emery
- McElroy, Deutsch, Mulvaney & Carpenter
- Morgan, Lewis & Bockius
- Morrison & Foerster
- Norton Rose Fulbright
- O'Melveny & Myers
- Orrick, Herrington & Sutcliffe
- Paul Hastings
- Pepper Hamilton
- Proskauer Rose
- Reed Smith
- Rivkin Radler
- Ropes & Gray LLP
- Seyfarth Shaw
- Sheppard, Mullin, Richter & Hampton
- Sidley Austin
- Skadden, Arps, Slate, Meagher & Flom
- Squire Patton Boggs LLP
- Steptoe & Johnson
- Sullivan & Cromwell
- Tannenbaum Helpert Syracuse & Hirschtritt
- Venable
- Willkie Farr & Gallagher
- Winston & Strawn

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# TOP PUBLIC INTEREST LAW ORGANIZATIONS

Lawline faculty hail from the top public interest law organizations in the nation, including:

- American Civil Liberties Union
- Bay Area Legal Aid
- Brennan Center for Justice at NYU School of Law
- Bronx Defenders
- Bronx Legal Services
- Brooklyn Defender Services
- Brooklyn Legal Services Corporation A
- Center for Appellate Litigation
- Center for Constitutional Rights
- Center for Safety & Change
- Emery Celli Brinckerhoff & Abady
- Juvenile Law Center
- Legal Action Center
- Legal Aid Society
- Legal Services NYC
- Manhattan Legal Services
- NAACP Legal Defense and Educational Fund
- National Immigration Law Center
- New York Civil Liberties Union
- New York Legal Assistance Group
- Public Justice
- The Bronx Defenders
- The Harry and Jeanette Weinberg Center for Elder Justice
- The Human Trafficking Pro Bono Legal Center
- The International Center for Transitional Justice
- The Lawyering Project
- The Susan B. Anthony Center
- Transgender Legal Defense and Education Fund
- Urban Justice Center