



# 20 WAYS YOU CAN BENEFIT FROM WLA MEMBERSHIP

## **SUBSCRIBE TO THE WLA WORLD Q&A ENGINE**

Cultivate your clients by subscribing to the WLA Question and Answers Engine.

## **PARTICIPATE IN SPECIAL AWARDS AND RATING PROGRAMS**

WLA Acknowledging the best-of-the-best in specific practices through awards and ratings.

## **CREATE A COMPREHENSIVE ONLINE PROFILE OF YOUR LAW FIRM**

A dynamic profile of your firm that integrates your partners, staff and your social media network.

## **USE THE MEMBERS ONLY WEBSITE TO MANAGE ALL MEMBERSHIP SERVICES IN ONE ACCOUNT**

All members of WLA get one exclusive members dashboard to manage their account as well as services of WLA.

## **GET LISTED IN WLA MEDIATION & ARBITRATION CENTER**

For anyone who is or wishes to be a mediator can list in this exclusive world directory of mediators and arbitrators

## **GET LISTED IN THE WORLD LAW DIRECTORY FOR PUBLIC**

Inclusion in WLA's Directory with average 300,000 hits per month

## **LEVERAGE THE WLA MEMBER MARK & MEMBER FIRM MARK (THE WLA LOGO)**

Show others that you are a member of the World Law Alliance. Membership means you'll be recognized as someone who is: Serious about professional and personal development, Enthusiastic about good practices. Please read our logo usage policies.

## **SUBSCRIBE TO THE - LEGAL DOCUMENTS ON DEMAND SERVICE**

Use this service for getting new document work and increase your earning potential. Or just use this service for getting your own document drafts made at a highly subsidized cost.

## **CREATE YOUR COMPREHENSIVE INDIVIDUAL PROFESSIONAL PROFILE**

Have a profile which has sections to display each aspect of your professional profile credential. Customize and update your profile as many times as you may want. Integrate your profile with your social media pages on LinkedIn, Facebook and twitter.

## **CONTRIBUTE YOUR CONTENT FOR THE MONTHLY NEWSLETTER**

Contribute and make best use of the WLA communication vehicles reaching out to thousands every month.

## **PARTICIPATE IN THE WLA MENTORING PROGRAM**

Finding a mentor is one of the most important things a new or growing professional can do in WLA. Offer your services to be a Mentor or a Mentee. WLA mentoring program pairs Mentors' with Mentees.

## **USE THE WLA JOBLINK - JOB BOARD AND CAREER CENTER**

The WLA Jobcenter is the most targeted source of Law jobs and resumes. Post a job of any length for a discounted flat fee. The WLA Jobcenter connects you with thousands of potential employees.

## **USE WLA GLOBAL KNOWLEDGE REPOSITORY**

Gain by not having to reinvent solutions by spending mega bucks and the most valuable asset of the professional "time". Knowledge created by one entity or professional is entered into the repository so that it can be retrieved and reused by others or same person without the cost of its reinvention. The person offering the knowledge has the option to either offer it free or for a consideration of value in exchange.

## **GETTING VALUE DEALS AND DISCOUNTS IN THE WLA MEMBERS MARKETPLACE**

Browse our comprehensive member discount program offering you reduced rates on products and services for your business, insurance, financial, and personal needs.

## **POST YOUR EVENTS, WEBINARS IN WLA EVENTS DIRECTORY**

WLA events directory is for you. List events and webinars and gain by promoting your own event.

## **WLA ADVICE AND PRACTICE SUPPORT SERVICES**

Get advice from experts for practice management, marketing and more.

## **USE THE WLA CALLS AND ANNOUNCEMENTS SECTION**

You can now post your public calls and announcements on WLA Calls and Announcements section FREE.

## **CREATE YOUR OWN BLOG ON THE WLA WEBSITE**

Post articles, video presentations and much more and promote your practice.

## **ENJOY REBATES ON EVENTS, CONFERENCES AND MEETINGS**

By getting member rebate on not just WLA events and initiatives, but also from hundreds of events worldwide through our partners

# Achieve Greater Impact

All services mentioned are

# FREE

for WLA Members in

# 2014

# EXPAND YOUR HORIZON



## WLA - Your Partner in Law - Worldwide

Get access to knowledge, networks and resources that can help you to improve your work and advance your career. Gain instant access to and become a part of a network of legal professionals from over 100 jurisdictions around the world. Develop businesses and strengthen connections in your own and other countries. Learn the latest developments in international law through the WLA's high quality publications, magazines and journals...

### **EASE THE STRUGGLE FOR TALENT**

The supply of talent – in both developed and emerging markets - is not keeping pace with demand. the collaborative shared platforms and open source knowledge sharing system within WLA alliance eases the struggle for talent.

### **BUILD YOUR KNOWLEDGE RESOURCES**

In a professional services firm, value creation is primarily based on the intellectual capital, the knowledge and information, which the firm possess and the delivery mechanism of that knowledge to clients.

### **BUILD OPERATIONAL EFFICIENCY BY DEVELOPING AND NURTURING THE CORE COMPETENCE**

Gain opportunities for creating uniqueness in offerings to clients in virtually everything. The basis for a firm competitive strategy is largely client-oriented and externally focused. If the clients can see no added benefit or advantage from selecting a particular firm, then that firm is not likely to develop a winning competitive edge.

### **ENHANCE CLIENT RETENTION ABILITY**

Clients can outgrow firms, move away from the locality, or change jobs, so fresh relationships need constantly to be forged and new clients sought. Some client loyalties are to individual professionals rather than the firm, so they can be lost if the partner leaves, retires or dies. key clients, once lost for all these reasons, may become impossible to replace.

### **GET THAT DEPTH AND BREADTH OF EXPERTISE AND RESOURCES**

Larger commercial clients are looking for depth in both expertise and resources. A single partner or small team in the heavy-lifting areas of commercial and corporate law does little to impress corporations.

### **GET THE INTERNATIONAL REACH AND CLIENT SERVICING RESOURCES**

Build ability and efficiencies to offer more effective services to clients in different locations and practices by raising the international capabilities through cooperation with other member firms.

### **FIND NEW BUSINESS OPPORTUNITIES**

The ability to identify, engages, convert and cultivate clients in a systematic and organized way to maximize revenues and minimize loss to the competition, Build ability and efficiencies to offer more effective services to clients in different locations and practices by raising the international capabilities through cooperation with other member firms

### **BUILD REFERRALS**

Significant value is realized when work is referred from one member to another. On the receiving side, there is work to do. On the sending side, there is a stress-free handoff of a client's work to a WLA firm that is known and trusted.

WLA works to eliminate the stresses usually attached to handing off your client's work to another firm. As a result, good cases across all practice areas that require experienced legal minds continue to be passed between WLA members.

### **ENHANCE YOUR ABILITY TO SERVE CLIENTS**

Manage information readiness to offer targeted and effective solutions to your clients Respond to clients needs with first class services. Worldwide Resource of Information

**Membership in WLA opens up a world of opportunity.**

Regardless of firm size, practice area, or years of experience. WLA can provide you with the information, resources, programming and opportunities you need to develop business, practice