

**ALTA**

**LEGAL TECH**

# **HOUR OF POWER**

**Event Sponsor  
Information Kit.**



# Fostering Australian innovation at the intersection of legal + technology.

The [Australian Legal Technology Association](#) was established in January 2018 to advance the thriving Australian legal technology community.

ALTA members are majority Australian-owned companies who are primarily focused on developing legal technology.

Our 80+ members represent the who's who of Australia's thriving legal technology sector.



# Strong engagement with the legal community.

ALTA is supported by a strong community of 2,750+ ALTA Advocates and subscribers.

This community includes:

- lawyers, partners and senior leaders working in law firms
- government and corporate in-house legal teams
- legal consultants and technologists
- legal educators.

Our community is engaged and passionate about promoting the adoption of Australian legal technology and understanding how to effectively leverage legal tech to drive innovation, productivity and growth in their organisations.





# ALTA FY22 Event Program.

## ALTACON

- Largest legal tech conference in the Southern Hemisphere
- 450 + delegates from across the legal community
- Planned as a hybrid conference & expo in Melbourne on 4 June 2021, but held as virtual conference due to COVID-19 lockdown
- Content available on-demand post event

## Hour of Power

- 1-hour online event session showcasing the latest in legal tech
- Consists of 8 x 4 minute pre-recorded presentations/demos by members and sponsors targeting law firms and in-house legal
- No fee for participants
- Hour of Power events will run bi-monthly in FY22 – confirmed dates 2021 are for **29 July, 30 September & 25 November.**

## Meet-ups/Webinars

- Open to all members and advocates
- Webinars run as 1-hour Zoom sessions consisting of 30 min expert presentation + 30 min Q & A
- In-person member meet-ups in Sydney, Melbourne and Brisbane planned for FY22, subject to COVID restrictions
- Topics focused on building a legaltech (pricing, marketing, resourcing, funding etc.)

## Clan Meetings

- ALTA members split up into teams (clans) of 6 - 8 members.
- Clans meet online every two months to talk about the highs and lows of legal tech.
- Host (Clan leader) facilitates 1.5hr sessions: 8 updates from each clan member including, Personal (Friends/family), Individual (mental / fitness), Business.

## WALTA Meet-Ups

- Online meetings and in-person events in Melbourne and Sydney for women in the ALTA Community.
- Meetings feature guest speakers, member profiles, and Q&A sessions.
- Designed to support, promote and celebrate women in legaltech.
- WALTA meetings are held quarterly (Aug, Nov, March, June)

## Global Legal Tech Research

- The next round of the Global Legal Tech Report initiative, addressing the state of the global legaltech sector is planned for the second half of 2021.

# About the Hour Of Power

- The ALTA Hour of Power features rapid-fire pre-recorded presentations and demonstrations on the latest in legal tech developments for your business, products, new features from our members and event sponsors.
- These online events, typically held monthly have been popular, regularly attracting 200+ registrations from across Australia and the region
- Company representatives are introduced live by the MC and can say a few words about their product, then their recorded demonstration plays.
- Hour of Power events are recorded and made available to watch on-demand, extending the life and reach of this event.
- A wrap-up from each event features in ALTA's monthly newsletter

## April Hour of Power #5 Wrap Up

Hour of Power #5 was held on Thursday 29 April and again showcased a wealth of legaltech in our community in 4 minute bursts of innovation empowering our legal industry to work smarter.

Thank you to our April event sponsor [MatterX](#) plus members [EBrief Ready](#), [Josef](#), [Syntheia](#), [FamilyProperty](#), [ContractProbe](#) and [Lawpath](#), expertly hosted by ALTA Board members Karen Finch of Legally Yours and Dominic Woolrych of Lawpath.

>>[Read the wrap up](#) prepared by ALTA intern Chiquita Shaw and check out our member presenters' 4 minute presentations on the latest #legaltech. You can also link to the full recording of Hour of Power #5.



Registrations to attend our 27 May Hour of Power #5 will open shortly.

>>ALTA MEMBERS - if you are interested in presenting a 4 minute pitch for the next Hour of Power email [events@alta.law](mailto:events@alta.law) to express your interest or complete the [EOI online](#) here.

Event Sponsor

**MATTERX**  
DATAHEP

# Become an ALTA Hour of Power Event Sponsor.

Investment: \$2,500 per event (ex GST)

Becoming an Event Sponsor for the Hour of Power events planned in FY22 is a great way to showcase your solution to the Australian legal community. ALTA's Hour of Power events have been super popular, regularly attracting 200+ registrations.

The Event Sponsor package includes:

- Opportunity to introduce and present your solution to attendees in one of the four-minute slots at your sponsored event.
- Registered delegate list for your sponsored event
- Summary of your presentation included in the Hour of Power wrap up featured in the ALTA newsletter and ALTA blog
- Your logo as acknowledging your support as an event sponsor on all event marketing collateral (email, social media, website)
- Your company mentioned and tagged on all social media promoting the event
- Your logo and a description of your solution included on the event web page, along with acknowledgement of your sponsorship of the event.



The poster features a dark blue background with a white fist icon on the right, surrounded by radiating lines and lightning bolts. The text is arranged as follows:

- LEGAL TECH** (in red)
- ALTA** (in red, top right)
- HOUR OF POWER #5** (in large white letters)
- Event Supported by: **MATTER X** (with DATACHEF below it)
- ALTA Supported by: **MACQUARIE**, **LAW IN ORDER** (with Where work flows. below it), and **Donna** (with a green checkmark below it)





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AUSTRALIAN LEGAL  
TECHNOLOGY ASSOCIATION