



2023: A Year in Review

WLG Activity



1,086

Unique
Registrants



67

Virtual
Meetings



6

In-Person
Events



3

Programs

Events

WLG Main Events & Programs



WLG Virtual Meetings

Targeting one or more of WLG's practice groups, committees, or forums, these meetings are held throughout the year and offer a platform for WLG colleagues to gather and share legal updates and best practices, discuss trending legal topics, identify opportunities to collaborate, and build relationships.



WLG | summits

Bi-annual conferences intended for WLG Key Contact Partners and firm leaders.



WLG | regionals (Americas, EMEA, Asia-Pacific)

Tailored for senior associates and new partners with 10-20 years of experience, these conferences are a stepping stone for those aspiring to become more involved in WLG, more directly involved in developing business with WLG colleagues, and who may take on a WLG leadership role in the future.



INTA Networking Breakfast

This annual breakfast networking event follows the INTA conference location. Host firms invite WLG colleagues attending the INTA event to connect.



WLG | impact

This annual network-wide corporate social responsibility (CSR) initiative is a program through which member firms conduct local CSR projects and participate in organized activities at our five annual in-person events. Through these, we demonstrate the cumulative global impact that WLG member firms make toward bettering our world.



WLG | beyond borders

A four-week digital program for associates (two to seven years of experience). The sessions are designed with professional growth in mind.



WLG | exchange

A unique four-week relationship-building program wherein participating firms are put into a cluster with two other firms. Each firm in the cluster selects two lawyers to travel to the other member firms. In return, each firm hosts one lawyer from the two firms in your cluster. The interns can learn about another country's laws and culture while building valuable connections within the network.

Practice & Industry Groups



44

Virtual Meetings



29

Members Meeting Members



15

Practice Groups

Practice groups are an excellent tool for engaging lawyers beyond member firm Key Contact Partners, sharing knowledge and best practices, and building relationships with a broad pool of like-minded international practitioners. The majority of lawyers involved in practice groups are not Key Contact Partners. We regularly share about our “Members Meeting Members”—when WLG members travel, either for business (industry or other gatherings) or personally, and meet with other members, we encourage them to capture it with a photo and share it with the staff team. These photos are shared through our bi-weekly Fortnight Focus and on social media, highlighting the relationships that exist amongst members.

Network & Member Promotion

Social Media

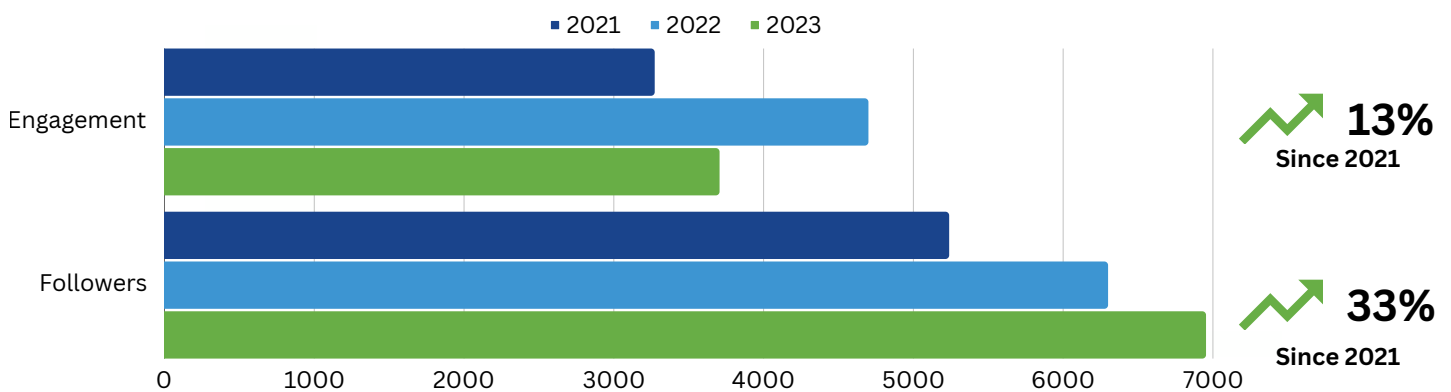


Social & Sharing Platforms

430

Firm Mentions & Tags

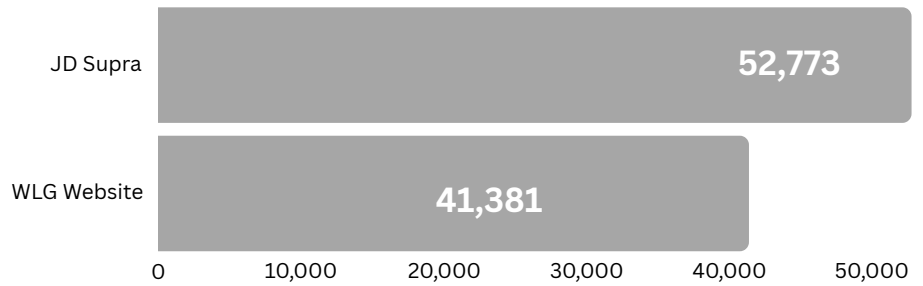
Social media has been a strategic tool we use to increase external awareness of our network. We regularly share our member firms' legal updates and thought leadership. LinkedIn is where we have the most followers and engagement (likes, shares, and comments).



Publications

94,154

TOTAL VISITS



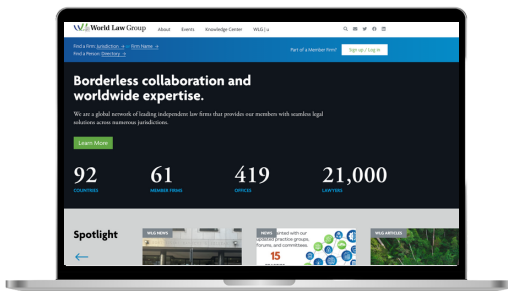
Collaborative guides, articles, video and audio recordings, key takeaways, and more. Last year, we re-launched one collaborative guide, [Doing Business In](#), and published numerous articles, webinar/meeting recordings, and event recaps.

Top Five Posts on JD Supra:

1. [Webinar Recording] The E in ESG
2. [Webinar Invitation] Trends in M&A Across the Regions Going Into 2023
3. She for She: Leaders Building Leaders - Key Takeaways
4. 2022 Anti-corruption Guide - South Africa
5. Doing Business in India: Business Climate and Economic Upturn in India

WLG Website

User Growth



Member Firm User Profiles



52%

Since 2020

We have implemented the following to grow our member firm lawyer and professional audience on the WLG website:

- Updated the WLG website with members-only features, including:
 - The [Lawyer & Professional Directory](#).
 - Enabled Firm Administrators to use their Dashboard to manage user profiles and view firm participation in network activities.
 - Integrated event registration to the WLG website and CRM (which has led to many more member lawyers and professionals signing up for access).
 - Updates to the Marketing page, including a sleek, easy-to-navigate design.
 - Launched **WLG | university**—a hub dedicated to WLG-produced content (key takeaways, recordings, articles, thought leadership, etc.).
- An easy [how-to PDF with instructions on creating a members-only account](#).
- Social media posts to drive members-only traffic to the website by sharing upcoming events and programs.

Traffic & Content

111,549

Unique Pageviews

840

Document Uploads

There is a direct correlation between the amount and frequency of posts on JD Supra and social media, increased traffic to the WLG website, and SEO performance. The topics of published articles significantly impact the volume of traffic they generate. Top-performing articles are legal updates and guides.

Most Visited WLG Website Pages in 2023	
Member Firm Directory by Jurisdiction	5,518
About WLG	5,033
Member Firm Directory by Firm	4,709
Most Visited Legal Updates in 2023	
Indonesia: 2022 Anti-Corruption Guide	1,667
France: Advertising and the Environment Update on Greenwashing Regulation	1,650
Denmark: 2022 Anti-Corruption Guide	1,582

Search Engine Optimization

The initiative to improve our Search Engine Optimization (SEO) continues. Increasing our visibility on Google and other search engines (Bing, Yahoo, etc.) correlates to the content on our site and our marketing efforts. We continue to leverage timely, informative content using social media, JD Supra, and the WLG website.



2023 Average Search Position

TOP KEYWORD SEARCHES:

- **WLG**
- **World Law Group Members**

HOW DOES THIS HELP YOUR FIRM?

The promotion of our member firms is more visible on major search engines (like Google) the higher we rank in SEO, making it more likely that current and prospective clients will see the promotion of our content and member-uploaded content.