



SERVING PROFESSIONALS ACROSS THE BALKAN REGION

THE BALKAN LAWYER

A magazine for legal practitioners

www.thebalkanlawyer.com

SERVING AND PROMOTING LAWYERS ACROSS THE BALKANS

About us



The Balkan Lawyer is the **first magazine serving legal practitioners** across the Balkans. Its objective is promotion, visibility and connecting professionals with the aim of introducing themselves and their work to a broader market, help them build business opportunities and reach more clients across the region.

The Balkan Lawyer is a **unique platform acting as a channelling device** for lawyers of all backgrounds and professional areas to be able to brand themselves and bring their business to the next level, generate opportunities for them and connect with other like-minded professionals.

The Balkan Lawyer **helps lawyers be visible, included and accepted as part of a regional** professional and business culture, where they all learn and benefit from each other's services but also get in touch with clients, partners, institutions. It serves and assists their professional enhancement nationally and regionally.

The Balkan Lawyer **removes professionals from their comfort zone** by including them to a large market of services aiming to reach a global visibility. It encourages them towards establishing partnerships relations and opportunities to become members of a global market of legal practitioners.

The Balkan Lawyer Magazine – www.thebalkanlawyer.com is part of The Balkan Lawyer Group – an establishment that began five years ago with European Legal Research & Training Network - an organization dedicated to lawyers across Europe.

This magazine is only the second project of the Group which continues to build and expand in the Balkans with the aim to promote lawyers and their work but also bring forward their results, enhance and enrich their professional profiles.

The third project following the magazine is a recruitment agency dedicated to lawyers across the region, with the aim to help them integrate and compete in the job market in their countries, regionally and also on the EU level.

Our mission



What?

The Balkan Lawyer is designed to assist lawyers become more visible, establish new client - partner relationships and become valuable. All of our services are designed to serve professionals expand, enrich and improve their practices daily through cooperations. Furthermore this platform serves lawyers to connect and learn.



Who?

The Balkan Lawyer is open to Legal practitioners, lawyers2B, law firms, academic institutions, organizations and bar associations with the aim to enrich their practices. The magazine is open to all fields of legal areas and backgrounds and offers endless opportunities to lawyers in the region.



Where?

The Balkan Lawyer is a regional magazine, meaning that once you are on the cover of this magazine in your country you are seen and have reached every other country. The magazine is distributed online and in printed version according to the lawyer's needs and it benefits them on a national and regional scale.



VISIBILITY – OPPORTUNITY - EXCELLENCE



Promotion & Advertising

Trainings & Events

Advice & Consultancy

Distribution & Membership

Nominations & Awards

Discounts and Fair shows

Promotion & Advertising

The services of THE BALKAN LAWYER MAGAZINE are available to legal practitioners from all legal areas and professional fields and one of the ways to benefit from them are through promotional and advertisement services. Such services enable lawyers to gain publicity and visibility and present themselves and work to a broader legal community across the region.

What can you advertise and promote?

- Yourself, your work and of your business
- Upcoming events of your organization
- Online Programmes and trainings
- Your events and their results afterwards
- Books, papers and other publications
- Job opportunities and announcements

Who can promote and advertise?

- Legal practitioners from all legal areas
- Law Firms from across the region
- Organizations and Bar Associations
- Governmental Institutions
- Other entities practicing law

The primary objective of advertising is to get the word out that you have something exciting to offer and that goes hand in hand with your own professional growth. Advertising serves thus a critical purpose in the business world by enabling you to effectively compete for the attention of your clients and partners. Whether the services your company provides are a necessity or a luxury you can't rely on a one-time announcement or word-of-mouth chatter to keep a steady stream of clients. That is why the Balkan Lawyer provides you with an easy and quickly accessible for your clients and partners way of noticing and acknowledging your work. Whether your promotion takes the form of print ads, commercials, links, events or any other form of advertising the content adheres to identifying who, what, when, where and why.

If interested to advertise and publish a new or existing product with us, please send an email at advertising@thebalkanlawyer.com

Trainings & Events

THE BALKAN LAWYER aims to assist legal practitioners in every country improve themselves and their but also enrich their experiences through trainings and regular events in their respective areas and fields of expertise but also introduce them to a broader choice of programmes and events regionally.

What types of trainings are available?

- Professional and Interpersonal skills
- Management and leadership
- Professional mindset/mentality

- Advisory and consultancy
- Employment and legal career

How do we train you and your staff?

- Workshops and seminars
- Groups and one to one
- Customized events for your firm
- Online and customized trainings
- Legal Staff Trainings / law firms

No firm can be successful without the right staff. Having a team that is active, well-trained, and prepared for the job market can guarantee long-term growth and success. We know what it takes to make professionals workers into a cohesive, efficient, and hard-working team and be comitted to deliver great results. Development, growth, and effectiveness are all important to us as lawyers and therefore our trainers and consultants can make sure that your values are reflected in the day-to-day work of your staff in your bussiness. By making sure your team is working to their fullest potential we focus on guaranteeing that your staff produces consistent and high-quality work.

If interested to attend to our events or have one of your events published on our website, please an email at advertising@thebalkanlawyer.com

Advisory & Consultancy

THE BALKAN LAWYER is a Platform that brings value to lawyer's professional profiles and their enhancements by serving them through advisory and consultancy mechanisms to increase their presence and knowledge regionally. In a growing regional legal market, lawyers have the possibility to use our services and expand theirs.

What can we advise you on?

- Personal and professional growth
- Job market personalized advice
- Branding strategies and exposure
- Individual mentoring & coaching

How is consultancy provided?

- Mentorship and customized advice
 - Expertise on areas of your needs
 - Coaching sessions with/at your firm
 - Public lectures, seminars, workshops
-

If you are a starter and planning to open a law firm or practitioner who wants to expand your business across the region and Europe than you will certainly need advice and consultancy on the steps you need to take to grow and expand your practice without hurting your business. Aside from the legal issues, many lawyers struggle with the structure, planning, strategy and marketing but also branding of their services. Our consultants and advisors can help you develop a clear strategy for your business, or a plan to launch a business in a short time. We can help you adjust to a more global market, have realistic expectations and achieve results based on the needs and wishes you have as law firm or individual.

If interested to have a consulting and advisory session with us or publish yours, please an email at advertising@thebalkanlawyer.com

The information contained and accessed on this document is intended to offer the user general information. The information provided is not intended to replace or serve as substitute for any official publication by the magazine or any legal and/or other professional advice, consultation or service. Based on specific facts or circumstances, the application of laws and regulations may vary. Based on the fundamental universal condition of the electronic communication process, THE BALKAN LAWYER is subject to the data privacy rules and regulations within the EU countries. However, any act taken by lawyers themselves to be involved in this magazine will be a personal, individual responsibility regarding what is allowed and not in their countries, accordingly to the national laws.

Distribution & Memberships

THE BALKAN LAWYER is the first magazine in the region to come to you as a digital but also printed version. It enables you to learn and expand your business through the comfort of your own office/home. This magazine is reachable in every country in the region and can be provided to you quarterly.

What types of memberships there are?

- Basic membership
- Standard membership
- VIP membership
- Customized membership

What do memberships include?

- Publications, interviews, opinions,
 - Nominations for yearly awards
 - Yearly subscription and distribution
 - Publicity and promotion of your firm
 - Discounts on regional events and fairs
 - Job and other announcements
-

Becoming a member of this Platform does not just open the door to exciting opportunities in your career and personal development, but it also gives you access to a first-class range of services designed to support and enrich your professional experiences, to cease opportunities and networking possibilities, to be recognised and valued throughout your work on a regional level but also many other benefits. No matter which type of Membership you choose, it will offer you the resources and opportunities to engage in meaningful activities and partnerships with other like-minded professionals that can help you to understand your unique strengths, as well as current challenges; identify areas for collaboration; and co-create resources to advance the greater field. As a member, you will gain access to a community of thousands of professionals—like yourself—who are finding inspiration and ideas, working smarter and putting high professional values on the map.

If interested to become a member and benefit from our services, please an email at subscribe@thebalkanlawyer.com

The information contained and accessed on this document is intended to offer the user general information. The information provided is not intended to replace or serve as substitute for any official publication by the magazine or any legal and/or other professional advice, consultation or service. Based on specific facts or circumstances, the application of laws and regulations may vary. Based on the fundamental universal condition of the electronic communication process, THE BALKAN LAWYER is subject to the data privacy rules and regulations within the EU countries. However, any act taken by lawyers themselves to be involved in this magazine will be a personal, individual responsibility regarding what is allowed and not in their countries, accordingly to the national laws.

Nominations & Awards

THE BALKAN LAWYER's philosophy is not only to encourage lawyers to grow, learn and collaborate but also award them for their achievements and hard work. That is why categories such as nominate a lawyer are included in this magazine which is a great opportunity to be valued, visible and feel recognized for your results but also become more available to new opportunities.

What types of awards are there?

- Nominate a lawyer category
- Medals and achievement honours
- Certification and testimonials
- Other field-based awards

What are the benefits of being awarded?

- Exposure and visibility regionally
 - Promotion on a regional scale
 - Acknowledgment of your results
 - Potential collaborations
 - Opportunities for common projects
 - Discounts, travelling and diets
-

Lawyers in the Balkans have tremendous capacities and they deserve to be valued. However, such potential must come to public recognition and evaluation. To be even more visible and noticed among other great professionals, we invite lawyers in every country to nominate the top professionals they have personally observed in action. Lawyers may be nominated by their clients, their colleagues and their employers – all with the same aim of bringing them to the attention of other professionals and supporting their achievements. The nomination procedure goes through a selection and evaluation process which is completed each year with an award and gala show/dinner dedicated and open to all lawyers in the region. The nomination and award journey are a rotated process through which every country gets to acknowledge their best professionals.

If interested to attend to nominate a lawyer and acknowledge his/her, please an email at subscribe@thebalkanlawyer.com

The information contained and accessed on this document is intended to offer the user general information. The information provided is not intended to replace or serve as substitute for any official publication by the magazine or any legal and/or other professional advice, consultation or service. Based on specific facts or circumstances, the application of laws and regulations may vary. Based on the fundamental universal condition of the electronic communication process, THE BALKAN LAWYER is subject to the data privacy rules and regulations within the EU countries. However, any act taken by lawyers themselves to be involved in this magazine will be a personal, individual responsibility regarding what is allowed and not in their countries, accordingly to the national laws.

Discounts & Fair shows

THE BALKAN LAWYER provides opportunities for legal professionals to expand and grow their businesses but at the same time offers them tools and mechanisms for them to be able to do so. Whether you are looking for a job or offering one, a fair show is the best and easiest way to promote yourself and your business.

What types of possibilities do we offer?

- Event and job fairs regionally
- Legal career events in each country
- Exhibitions of your work and firm
- Customized events for companies

What do they include?

- Display of banners and materials
 - Publications of websites and links
 - Recruitment and other materials
 - Display of marketing & promotional
-

Law fairs offer you an initial look at law firms and generate partnership opportunities across the region. They are your chance to meet lawyers (including trainees, associates and partners) and graduate recruiters, to quiz them about their firms and get a sense of what they are like and make a good impression yourself. They're also useful for students and lawyers in between jobs who are considering a career switch and need to learn more about how to make that happen. Law fairs take place across each and include several services that can be beneficial for you and your business and can give you extra exposure. Firms can bring large exhibition stands to grab your attention, they will provide you with advice and consultation based on your professional needs and personal situation. At law fairs, everyone's a winner: you get to chat to recruiters and lawyers to find out what they really want in candidates and they get to take an initial look at you, all within a relatively informal environment.

If interested to attend to our events or have one of your events published on our website, please email at subscribe@thebalkanlawyer.com

Partners & Sponsors

THE BALKAN LAWYER offers unique opportunities for partnerships and sponsorships for any firm, organization, institution or individual that is interested to support us and our work regionally.

Partnerships and sponsorships offer you more visibility, publicity, a broad range of benefits in each event we introduce ourselves.

What types of partnerships do we offer?

- Collaborations with THE BALKAN LAWYER
- Common projects with EUROPEAN LEGAL
- Discounts and promotion regionally
- Publication and promotion of your work

What does sponsorships involve?

- Giving your business visibility and boost
 - Additional resources and branding
 - Growing your customer base
 - Reach a new market and expand
 - Finding additional strategic partners
-

Sponsorship is known to be one of the most powerful marketing tools out there. It can also be known as giving your target audience a support but at the same time, sponsorship will be helping you meet your business goals. Sponsoring events and organizations that align with the business mission and often events is one of the best ways of branding your services, get to attract new clients and expand your business. This way, the ideal consumer of the business can get to know the brand and in return, the brand can take this opportunity to increase their revenue. You can also portray yourself differently to how your competitors portray themselves which is all part of building a regional brand identity with your consumers and future collaborators.

If interested to sponsor our events or partnership with us, please an email at subscribe@thebalkanlawyer.com

The information contained and accessed on this document is intended to offer the user general information for legal practitioners across the Balkans. This information is not intended to replace or serve as substitute for any official publication by the magazine or any legal and/or other professional advice, consultation or service. THE BALKAN LAWYER is subject to the data privacy rules and regulations applicable within the EU countries. However, any act taken by lawyers to be involved in this magazine will be a personal, individual responsibility regarding to what is allowed and not in their countries, accordingly to the national laws and Bar Associations procedures.

OUR PACKAGES

BASIC

- *Yearly subscription (4x)*
- *Two publications per year*
- *One session career advice*
- *Personalia on the website (1x)*
- *Newsletters and e-mails*

STANDARD

- *Subscription to the magazine*
- *Interview on a chosen topic*
- *Three publications per year*
- *Discounts on regional events*
- *Career advice/ consultancy*
- *Mentoring session (1x)*
- *Personalia on the website (1x)*

VIP

- *Subscription to the magazine*
- *One interview on the cover*
- *Promotion of your firm(1 pg.)*
- *20% discounts on fair shows*
- *Free advice/consultancy (1x)*
- *Branding for your business*
- *Personalia on the website (1x)*
- *Nominations and awards*

Customized

The information contained and accessed on this document is intended to offer the user general information for legal practitioners across the Balkans. This information is not intended to replace or serve as substitute for any official publication by the magazine or any legal and/or other professional advice, consultation or service. THE BALKAN LAWYER is subject to the data privacy rules and regulations applicable within the EU countries. However, any act taken by lawyers to be involved in this magazine will be a personal, individual responsibility regarding to what is allowed and not in their countries, accordingly to the national laws and Bar Associations procedures.



ENRICH YOUR CAREER

Building of your professional reputation and brand for your business acquires skills but also ability to sell them. That entails that while you pursue your interests to learn, grow and expand your business, you need to be visible at all times.



SHARPEN YOUR PRACTICE

On our website but also the printed version of the magazine, you will access content from award-winning periodicals, nationally recognized speakers and practical online resources, interviews with experts from different areas, opinions and analysis.



BENEFIT FROM OUR DISCOUNTS

THE BALKAN LAWYER is not just an magazine but also a hub of learning and improving professionally through the events it organizes regionally. Discounts on products and services included with your annual membership along with other benefits are thus important for you.



YOUR MAGAZINE HOME

Once member of the magazine, it will be automatically accessible to you online but also delivered as a printed quarterly version. It will enable you to learn, read, connect and exchange your practices with like minded professionals from the comfort of your home.



PROMOTE YOUR BUSINESS

The philosophy of our magazine is Visibility - to gain opportunity – to achieve success. That is why the services we have designed and offer serve to your promotion and include unique coverage options, competitive pricing, and exceptional service from our programmes.

The information contained and accessed on this document is intended to offer the user general information for legal practitioners across the Balkans. This information is not intended to replace or serve as substitute for any official publication by the magazine or any legal and/or other professional advice, consultation or service. THE BALKAN LAWYER is subject to the data privacy rules and regulations applicable within the EU countries. However, any act taken by lawyers to be involved in this magazine will be a personal, individual responsibility regarding to what is allowed and not in their countries, accordingly to the national laws and Bar Associations procedures.

CONTACT

THE BALKAN LAWYER – A MAGAZINE SERVING YOU AND YOUR BUSINESS NEEDS

For more information, subscription and promotion of your business, law firm, publications, books and other activities, please contact us the following addresses

If you look to advertise your business, please send an email at advertising@thebalkanlawyer.com

If you look to register or subscribe to our magazine, please send an email at subscribe@thebalkanlawyer.com

If you look to write and publish your work, please email at editor@thebalkanlawyer.com

W: www.thebalkanlawyer.com

T: +31 (10) 7524503

E: subscribe@thebalkanlawyer.com

E: editor@thebalkanlawyer.com

E: advertising@thebalkanlawyer.com

A: Veurstraat 96, 3037 BP,

Rotterdam, The Netherlands.

Linkedin: <https://www.linkedin.com/groups/12021212//>

Pinterest: <https://www.pinterest.com/thebalkanlawyer/>

Twitter: <https://twitter.com/>

Facebook: <https://www.facebook.com/Balkanlawyer/>