

**LWOW 2020**  
**LWOW Pop-Ups**  
**Ongoing**

**WHAT:** LWOW Pop-Ups are interactive community and skills building events designed to help introduce LWOW to newcomers and provide refreshers to those who have participated in LWOW before. Hosted at various places around the world, these Pop-Ups will vary in content and form, however, each Pop-Up will include an interactive exercise related to teaming or creative, collaborative problem solving that attendees can later utilize in their own teaming efforts at the organizations in which they work. The first LWOW Pop-Up will take place on either **16 or 17 January, 2020 (Location and Host TBD).**

**HOW IT WORKS:** An entity volunteers to host a LWOW Pop-Up and finds a seasoned experienced LWOW Thought Leader who can facilitate a 90 minute interactive session related to creative, collaborative problem solving at the intersection of law, technology, and law. The session can include a case-study and discussion or an exercise in teaming or collaboration or problem solving. Each Pop-Up will vary but its main goal is to both build networks/community and accelerate the community's knowledge and/or skills on how to lead or leverage change in the legal ecosystem. After the interactive session, the Pop-Up will conclude with a cocktail celebration.

Invitees are a mix of newcomers who want a taste of LWOW and local LWOW alumni/evangelists who want a LWOW refresher and to spread the LWOW fire to help induct new members and sponsors into the LWOW community.

These Pop-Ups will be free to invited-attendees, the costs of which will be borne by the Pop-Up host which in turn will create important relationships and lead to new solutions.

**WHO HOSTS AND WHY:** Pop-Ups are a great opportunity to build brand recognition as a leader in innovation and to share innovation success stories among the LWOW Community. They are also an opportunity to "train the trainers". The host selects the "trainer" and leads this part of the event. LWOW will work with the host to elevate the event, providing our tested framework and guidance on delivery and content, from a simple marketing exercise to an educational and impactful evening of training and networking.

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**LWOW 2020 Compared to Prior Years**

Both LWOW Sprint and Xed are focused on intergenerational, multi-disciplinary exchange between students, academics, and legal professionals of various disciplines from all over the world. In LWOW Xed student teams work virtually to hack a problem to create a solution over the course of 4 months whereas in LWOW Sprint, teams made up of a mix of students and legal/business professionals hack a problem to create a solution in 2 days.

	LWOW Sprint	LWOW O	LWOW Xed	LWOW X	LWOW Pop-Up
In-Person event	X	X			X
Virtual			X	X	
Teams hack on assigned problems to create a project of worth	X	X	X	X	
All assigned problems have a social entrepreneurship focus			X	X	
All problems are assigned by sponsor	X	X			
Substantive learning on changing legal marketplace and innovation	X	X	X	X	X
Training on collaboration, innovation, and transformation	X	X	X	X	X
Open to the LWOW Community	X	X	X	X	X
Restrictions on # LWOW Alumni that can participate	X				X
Free to LWOW Alumni	X	X	X	X	X
Sponsors pay to participate	X	X			
Hosted solely by LWOW	X	X		X	
Hosted by LWOW Community (alumni, sponsors, schools etc) in collaboration with LWOW			X		X
Student Application Required	X	X	X	X	
LWOW Alumni Application Required	X	X	X	X	
Length	2 Days	4 Months	4 Months	4 Months	90 Minutes
Include a 2-day KickOff		X		X	
Include Teaming Exercises at start	X	X	X	X	X
Include a ConPosium (Final Presentations of Projects of Worth)	X	X	X	X	
School Admin Fee per student	\$700.00	\$500.00	\$350.00	\$500.00	\$0.00
Sponsor Fee per Team of 3	\$7,250.00	\$15,000.00	NA	NA	NA