

LAWYER

NIGERIA



BRIEFS & BRUNCH

CONCEPT NOTES



About us:



E-Lawyer Nigeria is dedicated to empowering legal professionals in Nigeria by providing valuable resources and opportunities to support their growth and development. We operate a Legal Tech and media outfit that has evolved into a leading PR company, offering public relations solutions for lawyers and law firms. Our strategies effectively communicate organizational brand messages, ensuring compliance with the RPC.

About the Event

ELawyer Nigeria, in collaboration with WIPO – World Intellectual Property Organization presents Briefs & Brunch: Law Meets Creativity, an exclusive networking brunch bringing together lawyers, startup founders, creatives, entertainers, and innovators. Scheduled for September 27th, 2025, it will host 50–80 thought leaders to explore “The Future of Law & the Creative Industry.”

The four-hour experience balances learning with lifestyle: fireside chats with industry leaders, a WIPO-led masterclass on technology and IP, and engaging conversations on law, business, and creativity. Attendees will also enjoy curated networking formats like speed networking, mentor–mentee pairings, and conversation prompts to spark meaningful collaborations. There will also be live saxophone music, signature photo moments, and a refined brunch menu with cocktails and canapés. Briefs & Brunch is as much a lifestyle experience as it is a knowledge exchange.

For sponsors and partners, it offers more than visibility– it’s direct engagement with innovators, extended media coverage, and alignment with the future of Nigeria’s creative economy.

By blending education, lifestyle, and networking, Briefs & Brunch is poised to become Nigeria’s premier legal networking event.



Project Details

- Project Date: September 27th, 2025
- Proposed Event Theme: The future of Law and the creative industry
- Target Audience: Lawyers, startup founders, creatives, entertainers, and others in the creative space. The event has a curated guest list of over 100 top lawyers, startup founders, and select creatives.
- Tagline Ideas: *"Connect. Network. Learn."*
- Partners: WIPO – World Intellectual Property Organization



Event Objectives



Networking: Connect lawyers working in the tech, IP, entertainment, and creative industries.

Education: Host a master class and fireside chats on the creative industry and the Law.

Brand Positioning: Establish the brunch as the go-to legal networking and lifestyle event.

Collaboration Opportunities: Encourage partnerships between lawyers, startups, and creatives.

Key Experience Touchpoints

- Wall: A signature branded wall & swing chair with a "Briefs & Brunch" sign.
- Gift Bags: Branded notepads, USB drives, mini legal resource booklets, and vouchers from creative brands.
- Conversation Prompts: Icebreaker questions placed at tables to naturally spark meaningful dialogue.
- Networking Bingo: A fun checklist to encourage attendees to meet a variety of guests





Potential Speakers

- Hon Onofiok Luke
- Justice Mabel
- Oyetola Atoyebi
SAN
- Asa Asika
- Ubi Franklin
- Stanley Alieke
- Williams Umoh
- Elijah Affi
- Idunnu
- Gusi Tobby
- George Okoro
- Chiomah Momah

Revenue & Partnership Opportunities

- **Ticketing:** Premium networking experience.
- **Sponsorship:** Target law firms, fintechs, co-working spaces, IP/tech startups, and luxury lifestyle brands.
- **Brand Collaborations:** Creative brands for decor and gifts, and tech & entertainment companies for speaker support.





Social Media Strategy

- Event Hashtag: Example: #BriefsAndBrunch.
- Content: Live content snippets (photos, reels of fireside chats, networking moments).
- Highlighting: Spotlight on speakers and sponsors.
- Collaborations: Sponsored ads and collaborative posts.

Partnerships & Collaborations

BRIEFS & BRUNCH offers a unique opportunity for partnerships and brand collaborations. By aligning with our event, you can gain:

- Visibility through our media platform, with a reach of over 360,000 people globally.
- Prominent display of sponsor and partner logos and co branding opportunities.
- Positioning your brand or firm as a thought leader.
- Sponsorship booth for direct interaction with attendees.
- Speaker slot for your organization.

- Position your company as a key player in the intersection of law and creativity.
- Access a Niche Audience: Connect with a curated guest list of top lawyers, startup founders, and creatives.
- Expand Your Network: Network directly with influential professionals and potential clients.



Sponsorship & Collaboration Tiers:

(How You Can Partner With Us?)

1. **Main Sponsor: ₦1,000,000 – ₦2,000,000**

- Prominent branding across all event materials (digital and physical).
- Speaking slot or panel participation for a company representative.
- Dedicated booth or activation space at the event.
- Company logo featured on gift bags and all promotional content.

2. **Supporting Sponsor: ₦500,000 – ₦700,000**

- Company logo on the event's backdrop and digital promotional materials.
- Mention in social media posts and event recaps.
- Opportunity to contribute branded items to gift bags.

3. In-Kind Partner:

- For creative and lifestyle brands that can provide services or products (e.g., event decor, gift bag items, photography, or videography).
- Brand visibility in exchange for your contribution, including social media mentions and logo placement.



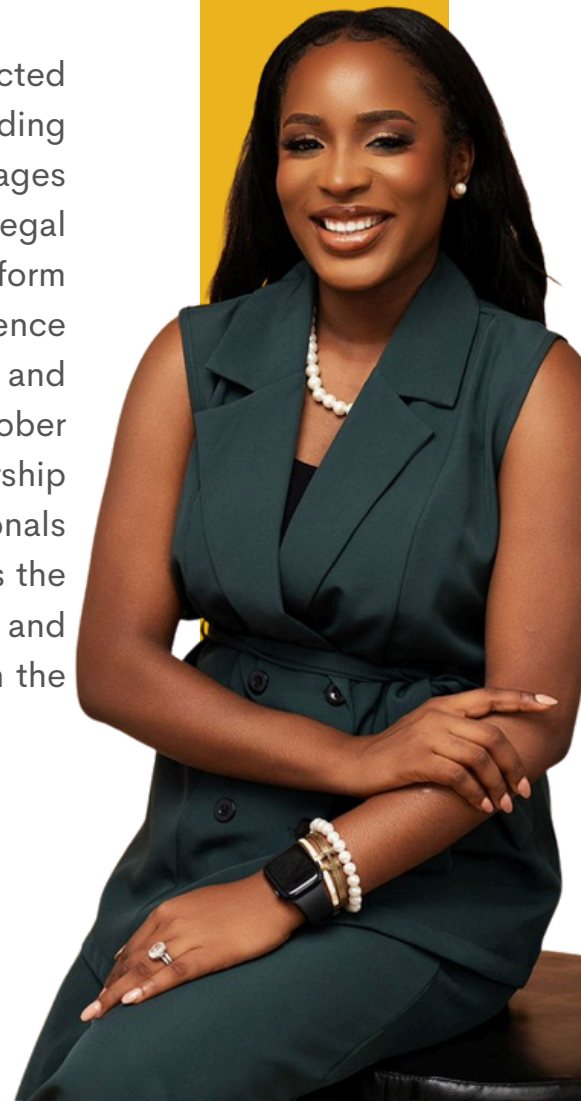
***For more information on partnership packages,
please contact us directly.***

About Our Founder

Mina Obeten Esq is a Lawyer, a one time TEDx Speaker and a Disruptor in the media & tech space. She is the founder of E-Lawyer Nigeria - The first industry niched professional development media & Tech company for Lawyers. She has been named Lawyer of the year by several platforms and is a recipient of both state and National awards.

As the founder of E-Lawyer Nigeria, she harnesses technology to empower lawyers in advancing their careers. Recognizing that rapid advancements in technology and AI could render many professionals obsolete in the coming years, she leverages her expertise in tech to equip legal professionals with the tools needed to streamline processes and stay ahead of the curve in an evolving business landscape.

Through her work in media and tech, she has impacted over 260,000 legal professionals in Nigeria, providing content via digital platforms that encourages professional and career growth across the legal industry. Her platform is the first Nigerian legal platform to attract a global audience, with 70% of its audience coming from continents such as North America and Asia. As part of her way of giving back. In October 2024, Mina hosted a two day career fair In partnership with Unicaf for over 1000 students young professionals in attendance at Baze university. That gave students the opportunity to network with potential employers and learn skills that could help them become relevant in the world today.



Event Overview & Schedule

Time	Segment	Description
11:00Am-11:30 Am	Arrival and networking	Live saxophone/acoustic music, welcome drinks (mocktails & mimosas), branded photo backdrop
11:30 Am-11:40Am	Opening Remarks	Host introduces brunch vision and objectives.
11:40 Am-12:10 Pm	Fireside chat 1	Lawyers in the Creative Economy: Monetizing Ideas & Protecting Innovation" with a leading IP lawyer or startup founder
12:10 Pm-12:55 Pm	Brunch and Networking break	Curated brunch with canapés, cocktails, and informal networking.
12:55 Pm-1:35 Pm	Mini Masterclass	WIPO-led session: "Tech & IP Law: Protecting IP Rights in a Digital Era"
1:35 Pm-2:05 Pm	Interactive Segment	Creative fireside chats on "The Business of Law"
2:05 pm – 2: 20 pm	Closing Remarks and Sunset Toast	Toast to creativity, innovation and next edition of the brunch
2:20 Pm-3:00 Pm	After Networking	Casual Networking with chill music and drinks

ELawyer
NIGERIA

Briefs & Brunch

CONNECT. NETWORK. LEARN

Theme

The future of Law and the Creative Industry

📍 Abuja

✕ 27th Sept. 2025

Made for:

Lawyers | Creatives | Startups

