



## Adjunct Associate Professor Sara Rayment

*Founder, Inking Legal Design*

### THE FUTURE OF LAW

11:30am-12:30pm

#### **Emerging Legal Markets: Understanding and reaching the latent market for legal services**

##### **Part 1: Who are they & why don't they buy?**

In part one, 'Why Don't They Buy?' we will learn about the 'missing majority'. Eminent researcher Nigel Balmer will help us understand more about who is in the missing majority – what they do now, what they want, and what they need. Sara Rayment will help us think about how we might design services around a new cohort of consumers, and Jessie Weatherley will help us explore the 'missing link' of marketing: how to reach them and help them choose when they need your help.

##### **About Adjunct Associate Professor Sara Rayment**

Sara is the founder of Inking Legal Design, a consultancy that reimagines legal services through design, law and technology. Having worked as a lawyer for over 12 years, Sara blends legal expertise with human-centred design principles to provide solutions for clients. She is also an Adjunct Associate Professor at the University of Newcastle and a guest lecturer at Stanford's d.school. Sara was shortlisted for the Financial Times 2021 most innovative individual.