Chambers Directories and Submission Process
Chambers Research – key points

• Extensive market research – largest research team of any legal directory
• Reference to most recent work
• In depth client interviews conducted by experienced researchers
• Further research undertaken with 3rd party experts: accountants; bankers; barristers/advocates/solicitors; regulators; placement agents etc...
• Researching the UK legal market since 1989
• Trusted by clients around the world
What do we ask clients about?

• Sophistication of work
• Client service
• Depth of team
• Value for money
• Culture/Accessibility
• Commercial awareness

How do we measure it?

• Factual research: Work, submissions, wider market research
• Qualitative feedback: Interviews with clients, lawyers and independent market observers
Research Submissions

Uses:
• Springboard for research
• Reference for commentary
• Feedback on guide

Tips:
• Use the online submission site
• Meet the deadline
• Use submission form and closely follow the submission guidelines
• Keep your submission short, contextual and relevant – tell us about your practice and the matters that best represent it.
• Keep to the facts
What is the team best known for?

Tell us about the nature of the practice:

- Types of matters you advise on
- Industry sector strengths
- Nature of clients
- Niche expertise
- International capability
- Cross-practice work
Work Highlights

• Work highlights should include:
  – Name of client/which side of the matter you appeared on
  – Description of the matter, including contextual information on why it is representational of your team, e.g. value, seminal nature, complexity/sophistication, any international dimension, and most importantly, why was it critical for your client.
  – The specific role played by the team
  – The team members involved
  – The role played by the wider firm, if applicable. This may include the firm’s other departments or international offices
  – The date of completion or current status
  – Which firm or firms represented the other party or parties
CONFIDENTIALITY

Our submission templates provide clear spaces in which to indicate varying degrees of confidentiality.

If it’s marked confidential, it WILL be treated as such.

• Mark confidential information clearly throughout
• Ensure partners know which matters are confidential and do not contradict message
• If in doubt, leave it out

High levels of confidentiality also apply to our contact with your clients. We will never tell you which clients have been interviewed and which have not. Client quotes in the guides are never attributed.
Client Referees

- Now 20 permitted per submission
- Select clients that know the team and the market
- Clients that will respond – probably not CEOs
- Let them know that Chambers will be in touch by email
- Not just clients – especially some practice areas
- Use unaltered referee spreadsheet
How Clients use Chambers

• Uncovering the unknown
• Clients trust our independence
• Character and personality: the use of quotes
• As part of wider online research
• Recognised as an independent “seal of approval” by clients the world over
• Some clients now ask for Chambers rankings on RFPs and won’t consider firms who do not have this
Are we always right?

• Be constructive in your criticism
• Be realistic
• Consider the structure of the chapter
• Use the submission to suggest new categories or subsections
Common Misconceptions

- The biggest deals and clients are always the best
- It’s all about statistics
- Chambers favours international firms
- If I don’t have an interview, my ranking will suffer
- Researcher turnaround means that the information I gave last year is wasted
- Chambers cares about the rankings in other directories
- Chambers researchers might be prejudiced by sour grapes from other firms
- Longer submissions are better submissions
What is Chambers Global?

- Information about foreign experts and foreign desks
- Global-wide rankings and editorial
- Full coverage of jurisdictions not covered in regional guides: i.e. Africa and the Middle East

What do I have to do for Chambers Global/Europe?

- Within your normal submissions, provide information on your foreign experts and foreign desks
- Keep the international in mind when having interviews
- Provide a mix of international and domestic clients where appropriate

N.B. You never have to submit separately for Global/Europe
Chambers offers, on a bespoke basis, detailed feedback reports about law firms and barristers’ chambers.

See the feedback received on your practice, both positive and negative, from clients and other authoritative sources.

All feedback is anonymised and unattributed.

Receive in-depth analysis of your practice’s performance in the rankings, as well as your lawyers’. Premium reports offer a detailed comparison between your group and its three closest competitors, for every practice area.

Available for all other Chambers guides.
We spend hours speaking to your clients, collecting information on your firms and individual lawyers. No organisation does the kind of in-depth research we do.

MAKE USE OF IT. There is no better third party endorsement than the editorial and rankings we produce because it is based on client feedback.

This is not us or you saying you are good. It is your clients. We encourage you to use the editorial and rankings in marketing material and client briefings. Clients take notice of what we say, so make sure they see the parts that relate to you...
ANY QUESTIONS?

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