



LEGAL DIRECTORIES CONSULTANCY

On the following slides you will find information about:

- ❑ What **value** can be **added to your firm** by participating in submissions;
- ❑ What the **submission process** should look like;
- ❑ Why you should **work with an expert**;
- ❑ **Crafting a complete submission document**;
- ❑ Advising on the **selection of referees** and **preparing clients, peers and lawyers for interviews** with researchers;
- ❑ **Auditing any existing submission processes** in your firm or **advising on the implementation of one**.

The scope of my advice can be tailored to your needs. No matter if it is your first time submitting to a legal directory or you are a veteran, I will always strive to add value to your submission process. I can offer a comprehensive, full-scope advisory of the entire submission process or an *à la carte* service. I offer both fee caps and hourly rates.

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Questions asked, value added

Submitting to a legal directory requires a tremendous amount of information, and a strong submission also involves a high degree of strategy:

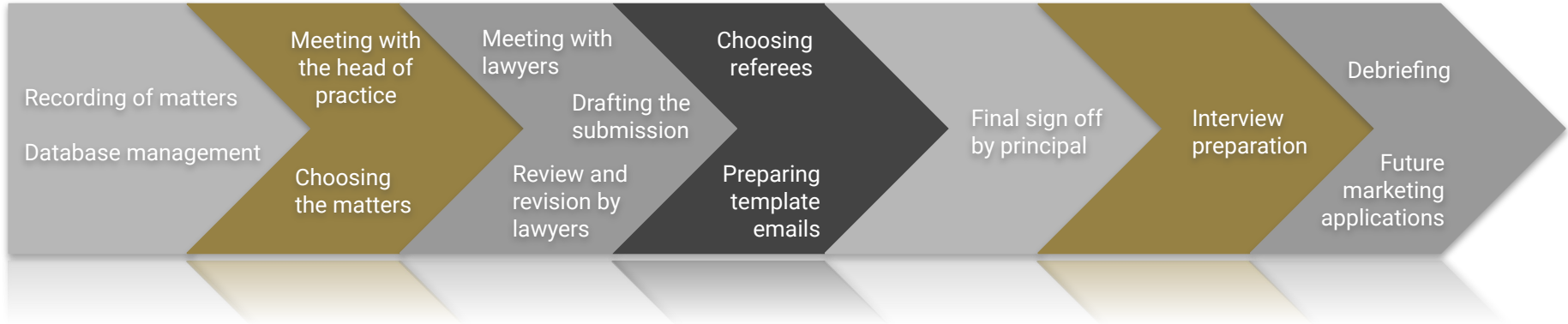
- ❑ **Do you have a plan for submission in place?**
- ❑ **Which lawyers are being put forth for a ranking?**
- ❑ **What matters should be included? What makes a good matter write-up?**
- ❑ **What kind of feedback should the practice offer to the legal directory?**
- ❑ **Who should be included as a referee and how do we reach out to them?**

By adding value and expertise to your submission process you can increase your firm's prestige and market visibility.

Participating in legal directories is an important element of **marketing and business development** for law firms. They are an opportunity to **showcase your teams' legal expertise** and **add distinction to your lawyers' branding**. They are also effective tools for general counsels to short lists prospective lawyers and law firms in whatever jurisdiction they need. Furthermore, the content used in a submission can be utilized as **future marketing materials** for your firm.

Where are you?

An optimal submission process looks like this:



The submission process can be tedious, time-consuming, and frustrating. **Rely on a trusted advisor with extensive experience to make your firm's submission process as easy, fast and efficient as possible.**

Work with an expert



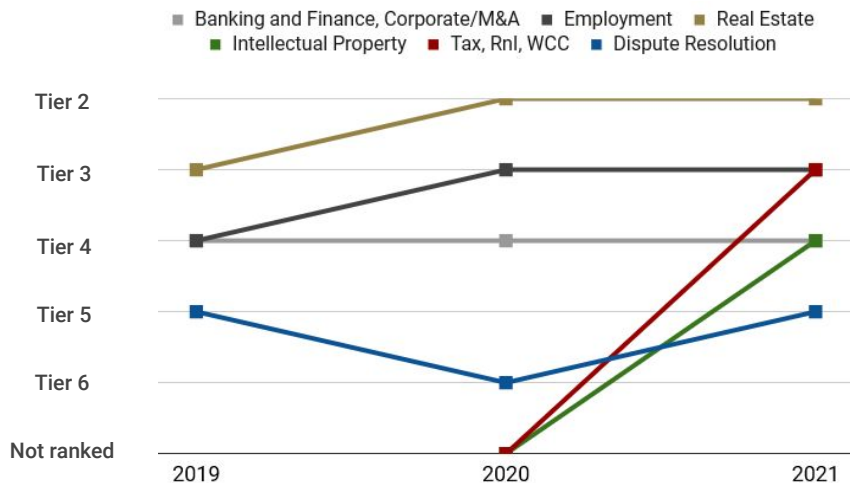
My name is David Rapalski. I previously worked as Business Development and Marketing Coordinator at Wolf Theiss Warsaw, where I managed the entire legal directories process. On the following slides you will find information about Wolf Theiss Warsaw's rise in the rankings of the "Big Three" directories - Chambers and Partners, The Legal 500, and IFLR1000.

I have:

- ❑ An **understanding of the work environment** in law firms;
- ❑ **Participated in numerous workshops** hosted by experts on, and former employees of, legal directories. I have **built relationships** with people in the industry;
- ❑ **Excellent communication** with all staff members, from Partner to receptionist;
- ❑ **A desire to bring out the best** in individuals and put that into submissions;
- ❑ Ten-years' experience teaching English as **a native speaker**, and;
- ❑ A high level of **responsiveness and ability to deliver** products within deadlines.

For a complete resume, please see my LinkedIn profile [here](#).

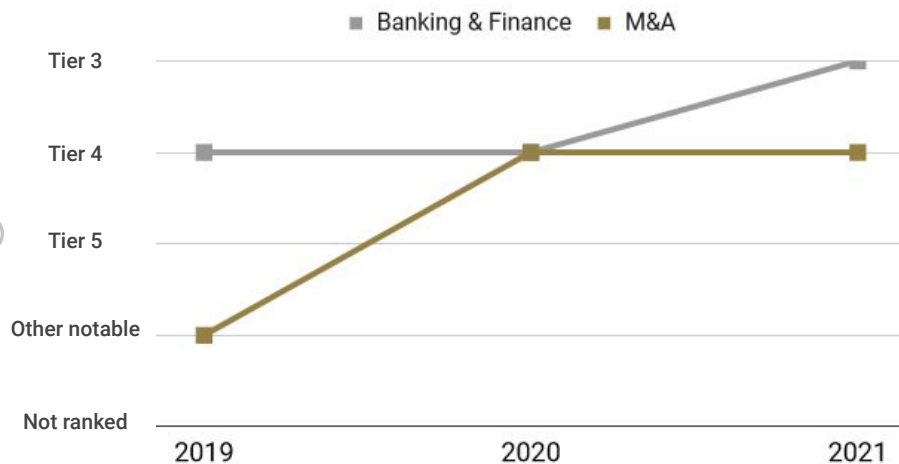
Wolf Theiss Warsaw's rise - The Legal 500



2021 in brief:

- ❑ Real Estate, Banking and Finance, Corporate and M&A, and Employment practices maintained their rankings;
- ❑ Intellectual Property, Tax, Restructuring and Insolvency, and White Collar Crime practices were all ranked for the first time;
- ❑ The Dispute Resolution practice returned to Tier 5;
- ❑ 15 Wolf Theiss Warsaw lawyers were listed or recommended by The Legal 500 individually.

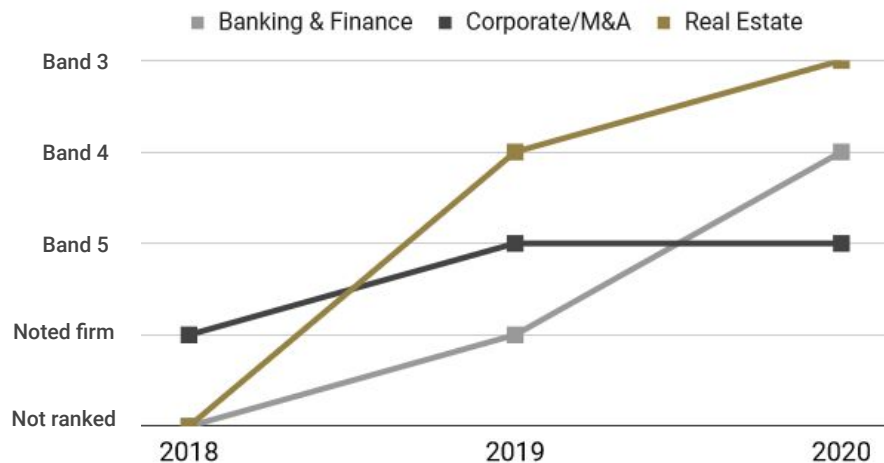
Wolf Theiss Warsaw's rise - IFLR1000



2021 in brief:

- ❑ M&A team maintained Tier 4 ranking. In the previous year's ranking they jumped from Notable to Tier 4;
- ❑ Banking & Finance team was promoted to Tier 3 in IFLR1000;
- ❑ 9 Wolf Theiss Warsaw lawyers were individually recognized by IFLR1000.

Wolf Theiss Warsaw's rise - Chambers



2020 in brief:

- ❑ Real Estate team was promoted to Band 3 in Chambers Europe;
- ❑ Banking & Finance team was ranked first time in both Chambers Europe and Chambers Global;
- ❑ 6 lawyers were ranked in Chambers Europe individually.

Submissions

Boutiques and mid-size firms can be competitive with big players if they are creative and strategic in how they craft their submissions. It's crucial to have “flavor text” and matters written in a way that shines a spotlight on your firm, your lawyers, and what makes your practice special.

Chambers AND PARTNERS Ref: PAB006

SUBMISSION FORM

Please do not alter this submission template. If a question does not apply to you, please leave it blank. If something is confidential, mark it as such throughout.

Please upload submissions online at: <https://myaccount.chambers.com>

You will need a username and password. If you do not have these, please email enquiries@chambers.com

A. PRELIMINARY INFORMATION

A1 Firm name

A2 Practice Area

A3 Location (Jurisdiction)

A4 Contact person to arrange interviews about this practice area

Name	Email	Telephone number

IMPORTANT: Please do not exceed one page per deal.

- ❑ Determining which practice areas to submit to and which lawyers and matters should be highlighted;
- ❑ Working hands-on with lawyers who carried out matters to write descriptions of your practice groups and transactions that are appealing for the reviewers;
- ❑ Drafting the submission from scratch, editing existing text to be more marketable, or simply proofreading in track changes.

Referees

It is important to choose the right references (meaning **clients and peers who will actually speak to the researchers** and say the right things!) References carry significant weight to be ranked in some directories. Simply reaching out to a client or colleague is a **business development** opportunity!



- ❑ Helping to choose the best referees;
- ❑ Preparing template emails (requests and follow up);
- ❑ Coaching referees for interviews.

Interview preparation

After the submission process, a researcher from the legal directory will contact you in order to arrange a Q&A and feedback session. I will work with you and your team to prepare you for such interviews.

- ❑ Providing resources pre-interview;
- ❑ Coaching and interview prep;
- ❑ Debriefing post-interview.



Process auditing

As was displayed on [slide 4](#), **the submission process is complex**. Do you already have one in place? Adjustments can be made to increase efficiency. I can help streamline your process or implement one for your firm. Some questions to be addressed are:

- ❑ How are transactions recorded internally?
- ❑ How do you determine what transactions are to be included in submissions?
- ❑ How are referees chosen and communicated with?
- ❑ What can be done to facilitate an easy submission process?
- ❑ How can you leverage the content in submissions for other marketing purposes?



Deadlines for this year's submissions

Q1

IFLR1000

Q2

CHAMBERS
AND PARTNERS

Q3

The
LEGAL
500

Q4

- ❑ IFLR1000's submission deadline was **26 February 2021**.
- ❑ Chambers Europe, Poland: Most deadlines have passed for 2021, however some practice areas are still due on 8 September, including: Real Estate, Construction, PP, and Project Infrastructure. See [Chambers website](#) for more details.
- ❑ The Legal 500 deadline is **9 August 2021**.

Let's work together!

Thank you for your time and consideration. Please do not hesitate to contact me. I am happy to take inquiries.



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