The LEGAL 500 EUROPE MIDDLE EAST & AFRICA

2019

EMEA

EDITORIAL SUBMISSION REQUEST

We will soon be starting research for the 2019 edition of *The Legal 500 EMEA*, and invite you to provide us with editorial submissions. Please note that these submission guidelines have been substantially revised and updated, with the objective of providing more clarity about the information for which we are looking – and therefore place importance on – and more transparency about how we conduct our analysis.

Referee spreadsheets must be with us no later than **Monday 13 August 2018**. Editorial submissions must be with us no later than **Monday 13 August 2018**.

You can find useful information on how we conduct our research and rank firms, and FAQs at **legal500.com/assets/pages/about-us/get-involved.html**.

If you have any further questions, please email the address below, and we will be pleased to help.

Yours sincerely

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TIMETABLE

Referee spreadsheets should reach us no later than Monday 13 August 2018

Editorial submissions should reach us no later than Monday 13 August 2018

Follow-up research will be conducted by telephone interviews between 17 September and early to mid-October 2018 (depending on country)

Details of the researchers responsible for individual countries will be posted on our website on Monday 17 September 2018 at **legal500.com/assets/pages/about-us/get-involved.html**

Detailed submission guidelines

The Legal 500 submission process has changed. Firms submitting for the EMEA guide have the following options:

- **Download and use the template Word document.** This is a replica of the online form which you can fill in offline. You can access the form at **submissions.legal500.com**. Once completed, the template document can be uploaded directly to our site.

- **Use the online form to fill in and submit your submissions.** You can save a draft of your online form at any time while you're working on it. You can also generate a preview of the form for the purposes of printing off/circulating among various stakeholders for sign off of content. Once the form is completed and you hit publish, no further changes can be made by the firm. Any subsequent amends should be emailed to editorial@legal500.com.

How do I access the online form?

If your firm has not yet received a login, please email **submissions@legal500.com** to request access.

The online form can be accessed at the following link: **https://submissions.legal500.com/**.

There is a certain minimum level of information that a submission will ideally contain, as detailed below.

It may be helpful to approach the drafting of the submission in the same way as a client pitch; rather than a dry recitation of facts, we want to get a sense of the enthusiasm and passion that the team has for its practice area and clients.

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How do I complete each section of the form?

Your reference

We recommend saving a reference in the following format:
{Chapter} | {Section} | {Work Area}

Example: EMEA | France | Real estate

Select practice area

Select the appropriate Legal 500 Guide from the drop-down menu – more options will appear after you make this initial selection. Continue selecting the relevant answers from each new drop-down menu that appears.

Contact details

Contact person to arrange interviews about this submission (fill in details in the four fields – Name; Position; Email; Telephone Number).

Introduction

Brief bullet points introducing key points about your practice – e.g. hires and departures, what you are best known for, point out a significant matter. Type or copy your introduction into the field provided and use the text formatting options as needed (bold, italic, etc).

Practical tips
Avoid lengthy paragraphs and unsubstantiated claims.

Always bear in mind that *The Legal 500 EMEA* has a team-based focus, rather than on individual lawyers. Firms that can demonstrate this strength-in-depth in their submissions stand a better chance of being ranked.

Feedback on the previous edition

Do you agree with the ratings the practice received in the editorial and ranking of the previous edition?

Law firms are encouraged to provide brief feedback, including advising as to suggested ranking for the forthcoming edition, based on evidence. Type or copy your introduction into the field

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provided and use the text formatting options as needed (bold, italic, etc).

Team information

Team / Department Name (used by firm) – type this into the field.

Head of Team – fill in details in the four fields (Name; Position; Email; Telephone Number).

Team Details – fill in details in the two fields (Number of partners in the team; Number of associates / assistants in the team).

Leading individuals in the team

Please provide full details of any lawyers that you wish to nominate as leading individuals.

Usually, for a lawyer to be awarded leading individual status, he or she will have:

- A substantial amount of excellent referee feedback;
- A substantial amount of excellent peer feedback;
- Had a prominent role in several leading matters in the current year; and
- A strong track record over recent years.

Generally speaking, you should not put forward every partner/ lawyer in the practice; this is unrealistic and is counterproductive for the lawyers concerned.

Each nomination should include any relevant supporting information that demonstrates the profile of the individual in question, with reference to both work examples and non-work highlights.

To add a leading individual, click on the green button marked 'Add Leading Individual'. Fill in their name, type or copy the supporting information into the field provided, and click Yes/No as relevant below 'Partner?' (under the text field). To add further individuals, click the green button again.

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Next generation lawyers

The rankings in The Legal 500 focus on the bench strength of the teams within law firms. Responding to feedback from GCs, who regularly assess the quality of the associates before they look at the partners – or simply look to the team as a whole – we have included a list of the leading 'next generation' of partners (or experienced non-partners in smaller markets where partnership status is rarely bestowed).

We encourage firms to include information about senior associates and counsel in the submission whom they feel make a material difference to the practice's offering, and who have a strong case to be recognised by The Legal 500. This should include client referees and it should include credit given in the detailed work highlights.

To add a next generation lawyer, click on the green button marked 'Add Next Generation Lawyer'. Fill in their name, type or copy the supporting information into the field provided, and fill in the 'Length of legal practice field' (under the text field). To add further individuals, click the green button again.

Significant recent arrivals and departures

Click the green button marked 'Add Arrival/Departure'. Fill in the name field, tick 'Joined' or 'Departed' as relevant, and fill in the firm they joined from or departed for. To add further names, click the green button again.

Active clients

Click the green button marked 'Add Client'. Fill in the four fields (client name; confidential?; Length of relationship; New client?). To add further clients, click the green button again.

Active panel appointments

Click the green button marked 'Add Panel Appointment'. Fill in the three fields (Company/organisation; Confidential?; New Appointment?). To add further panel appointment, click the green button again.

Detailed work highlights

Click the green button marked 'Add matter'. Fill in all the fields. To add further matters, click the green button again.

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Provide up to 20 detailed work examples; all should fall between August 2017 and July 2018.

The work examples are the central element of the submission: they are a critical part of our qualitative analysis for whether or not to rank a firm in a given practice area. The work examples give us an evidential basis for our analysis and allow firms to illustrate the breadth of their practice.

The work examples should be matters (whether transactions, cases or other instructions) that, collectively, represent the practice as a whole and illustrate its expertise. When drafting the text for each example, bear in mind who will be reading it and for what purpose: researchers often have several dozen submissions for a given practice area, and they are looking for differentiating factors between firms.

For each work example, you should include the following information, where relevant:

- What, if anything, about the example is confidential and cannot be published (see below for further details);
- In clear and straightforward terms, why the example has been included;
- Why the example is representative of the practice;
- How the practice was uniquely able (or one of a select handful able) to handle the matter;
- How the practice added value for the client(s);
- The identity of the client(s);
- The size or value of the matter;
- The firm(s) acting on the other side of the matter;
- The team member(s) that led on the matter, and other lawyers that played a significant role;
- Support from other practices within the firm; and
- Links to any relevant and useful press releases or articles.

We recognise that some legal work, notably contentious and transactional matters, is lengthy and can span more than one

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year. Work examples of this nature used in last year's submission may be included again this year, provided that there are notable developments (which should be explained).

Please ensure that any information that cannot be published is clearly marked as CONFIDENTIAL. Where only some of the facts in an example are confidential, please specify clearly which parts are and are not confidential. See below for further details.

Whether or not a matter is confidential (in whole or in part) does not affect our ranking analysis; it affects only what we can write about in the editorial. As such, wherever possible, you should include at least one publishable matter.

Supporting documents

Three types of additional document can be uploaded: matter details (any supporting documents relating to Work Highlights); Referees Spreadsheet; and Appendix. For each document, click on Choose File and navigate to the relevant document on your PC, then click 'open'. Your document name should now be displayed next to the button.

Q: What are the regular repeated errors made by firms when submitting?

The most common problems occur when firms misuse the word template. In particular:

- Structurally altering the form itself (eg by adding additional or removing text boxes; adding columns to tables; altering field headings).
- Firms need to follow the instructions on the form – eg, if in a date field we request that firms leave ongoing matters blank, the firm nevertheless writes "ongoing" into the field, the form will break on import. If we ask for numerical values, such as "Length of Relationship (Years)", please simply put in 5 – writing five, 5+, 5 years etc, can break the form on import
- Firms must follow the instructions for marking up confidentiality precisely. Please identify clearly any confidential

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information – whether client names, deal or case values, or other details – by marking that information **[CONFIDENTIAL] confidential content [/CONFIDENTIAL]**.

Here are the common issues:

- Firm does not close the confidential section with a **[/CONFIDENTIAL]** tag
- Firm writes "this bit is confidential:" or similar rather than using the tags
- Firm attempts to note the whole case as confidential (doing so is not permitted) by marking up the document not using the set fields
- Firms using the online form will need to mark up each confidential paragraph as confidential rather than attempting to select all the text in the box and then hitting the "confidential" toggle button

- Firms have added multimedia or other non-text formats to text boxes (eg images or illustrations, charts, tables, graphs)
- PDFing the word document and trying to import that
- Selecting the wrong practice areas after import from Word
- Attempting to use currencies other than the three designated currencies (£/$/€)
- Wrongly formatted dates (eg "1st Feb 2018" instead of "02/2018")

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Sending editorial submissions

- Firms should send their submissions by way of the new online submission process (please see page 2).
- Do not email submissions.
- Do not send any hard copy submissions.

Confidentiality

All information provided to us may be published by all The Legal 500 and Legalease Ltd products, unless it is marked as confidential. Please identify clearly any confidential information – whether client names, deal or case values, or other details – by marking that information as follows: **[CONFIDENTIAL] confidential content [/CONFIDENTIAL]**.

You cannot place global confidentiality restrictions at the front of submissions. Firms need to be as clear as possible about what exactly is confidential; is it the matter description, the name of the client, or the issue/value at stake?

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References

Referee feedback is an important element of our analysis. Please provide details of referees whom we can contact for feedback. We place **NO LIMIT** on the amount of referees that you may provide, and all will be contacted. When deciding on the number of referees for a given practice area, please bear in mind that – on average – the referee response rate across all guides is around 25%. The more referees you provide, the greater your chance of us receiving substantive feedback on the practice in question.

The referees put forward for a practice area should be representative of that practice's client base and work. Both longstanding and new clients should be included. Firms are welcome to put forward more than one individual at an organisation as referees. The most senior person is not always the best referee; it is the quality of the feedback that is most important, so putting down individuals who have had day-to-day involvement with the practice is more likely to result in a detailed response.

Referee details must be provided in our prescribed spreadsheet format. Spreadsheets for each jurisdiction can be downloaded from legal500.com/assets/pages/about-us/get-involved.html. These spreadsheets include a drop-down box that enables firms to specify to which practice area each referee relates.

For detailed notes on how to complete referee spreadsheets, please see our 'Referees explained' document, available at **legal500.com/assets/pages/about-us/get-involved.html**, where you can also find an example PDF.

Referees will be contacted by email shortly after the start of the research period, and asked for feedback on the firm and practice area in question. At the appropriate time in 2018 we will send all participating firms an email notifying them of the date that we will start contacting referees, so that firms can let the referees know to expect our feedback request.

Referees will also receive an email on publication of *The Legal 500 EMEA* 2019, stating that the rankings and editorial are available to view, free of charge.

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The Legal 500 series contacted 300,000 individual referees in 2017. To ensure referees are not repeatedly contacted, it takes time to process and de-duplicate the spreadsheets. **Please note the following deadline for referees:**

- **The referee deadline is Monday 13 August 2018.**

Sending referee spreadsheets

When sending referee spreadsheets:

- Please submit all referee spreadsheets by the online submissions process