The Legal 500 EMEA 2019

Frequently Asked Questions

When was the current edition published, and what is the timetable for the next edition?

The current (2018) edition was published in April 2018. The deadline for submissions for the 2019 edition is in August 2018. See editorial submission guidelines for details of the follow-up research.

When do you publish the details of the researchers for the next edition?

We publish details of which researcher is covering which area, along with contact details, after the relevant submission deadline has passed. They will be posted on the Legal 500 website (at legal500.com/assets/pages/about-us/get-involved.html).

Our firm is not currently recommended in the editorial of The Legal 500, but we believe we warrant a recommendation. What should we do next?

The editorial research is based on firms' written editorial submissions, and follow-up research with firms and their clients. The first step is therefore to provide us with a written editorial submission. If the submission deadline has passed, see question relating to late submissions below.

Please refer to the editorial submission guidelines for details of the information we ask for. You should provide a separate submission for each practice area for which you believe your firm warrants a recommendation.

What is the difference between editorial and sales?

The task of the editorial team is to research the legal market, practice area by practice area; to assign rankings to firms' practices; and to write accompanying editorial. There is no cost associated with making an editorial submission.

The sales side of The Legal 500 relates to the paid-for firm and lawyer profiles. The profiles are written by the firms, not by The Legal 500.

The editorial and sales sides operate independently. Some firms pay for profiles but are not recommended in the editorial. Others are recommended but choose not take profiles.

If you have any queries regarding sales, you should contact Charlie Maitland: charlie.maitland@legal500.com

Does a practice have to be a certain size before it is eligible to be editorially recommended?

No, although the size of the team, and its strength in depth, are among the factors which the editorial researcher will take into account when assessing a practice against its competitors. Others include the quality of work handled, the calibre of clients, client feedback, and the reputation of individual practitioners.

If we send firm and partner sales profiles, do we also need to send an editorial submission?

Yes. Editorial researchers do not see the sales profiles provided by firms. The editorial research is independent of the sales process and different information is needed.

Do you have a pro forma/model editorial submission?

Submissions should contain the information requested in the editorial submission guidelines, but we do not currently publish a pro forma submission.

We are currently recommended in The Legal 500. Do we need to continue to provide editorial submissions in order to retain our ranking?

Yes. We do take into account a firm's track record in a particular area, but the editorial research is conducted afresh each year.

Can we submit client referees late?

No. Referees must be submitted by end of 13 August 2018.

We are not going to be able to meet the editorial submission deadline. Do you accept late submissions?

The Legal 500 series receives thousands of submissions every year, and researchers are under tight deadlines to research practice areas. It is in firms' own interests for their submissions (including feedback on the current rankings) to have been fully reviewed by the researchers as part of their preparation for their follow-up research. Our overriding aim is to produce editorial which is as accurate as possible, but firms should be aware that submissions delivered late may not be given as full consideration as submissions received on time.

Do the researchers interview all firms who provide a submission for a particular practice area? Do we need to do anything to ensure a follow-up interview?

We do our best to present a fair and accurate picture of the market, but we do not undertake to speak to all firms across all practice areas for which they have provided a submission. In some cases the researcher will have sufficient information from the written submission and client references. If not, the researcher will make contact with the firm to arrange a follow-up interview. If you feel strongly that you want a follow-up interview, then you should (once the submission deadline has passed) email the relevant researcher to request one.

What form does your client research take?

In the first instance we send a standard email to client referees. This identifies the firm which has provided the client as a referee, and the relevant practice area, and requests feedback on the client's experience of that practice. The client is also invited to give feedback on other law firms they have instructed. The email may be followed by a telephone discussion. All feedback is given on a confidential, non-attributable basis.

What questions do you ask client referees?

1) How long have you used the firm in this area, and on what type/value of work do you instruct it?

2) How would you describe the firm's key strengths and overall level of service? (Factors may include response times, business acumen/industry knowledge, appropriateness of advice, strength-in-depth of team, and value for money).

3) Which individual lawyers would you single out as being particularly good? What do you see as their strengths and qualities?

4) How does the firm compare to any others of which you have experience in this area? Would you recommend any other firms/lawyers?

5) Do you have any other comments?

Do you accept updates to submissions?

The researchers are primarily looking to update the editorial based on an annual review of the practice, for the year ending just prior to the submission deadline. However, so that the editorial is as accurate as possible, firms are encouraged to update major developments (mergers and team moves in particular) occurring after the submission deadline.

We have an active practice in an area that is not currently a Legal 500 category. Should we provide a submission for it anyway?

No. The list of sections has been finalised for the 2019 edition, and no additional sections will be added without notifying all firms potentially affected. Firms are advised to look at the published list of categories, and include the information as part of a submission for the category which closest fits the practice concerned.

We think you should introduce a new editorial category. Do you accept suggestions, and if so who should we contact?

We aim to structure the editorial in a way that reflects the market, and do keep the editorial categories under review. The list of sections has been finalised for the 2019 edition, but if you have suggestions for editions thereafter you should contact the editors at editiorial@legal500.com; the list of sections for the 2020 edition will be announced in May 2019.

Who should I contact for more information?

Please email editorial@legal500.com