

THE LAW SOCIETY
EXCELLENCE
AWARDS
2013



Passion  Performance 2013

Setting new precedents

ENTRY FORM



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Setting new precedents

at the Law Society Excellence Awards 2013

I suspect, like me, you're often astonished by the sheer momentum of change within the legal profession.

Our best teams and firms are always looking for new ways to deliver high-quality services, organise their practices and innovate across a wide range of fields. We have become more focused on our clients, more competitive, in many cases more international in outlook, and more committed than ever to the principles of environmental protection and equality.

It's precisely these exceptional standards that we celebrate in the Law Society's annual Excellence Awards. We're theming this year's event around the idea of precedents. It's a chance for you – either as an individual or as part of a wider team – to demonstrate what you've done to move our profession forward and establish new benchmarks. From high-street practices to global firms, everyone is able to gain the recognition they deserve.

Demand has been extremely high in recent years for places at our black-tie event. This year, we've moved the venue to the Park Plaza Hotel, at Westminster Bridge to ensure we can accommodate everyone who wants to be part of the evening.

Let's make 2013 a particularly memorable year, by celebrating excellence wherever we find it.



Nick Fluck

Law Society president 2013-2014

CLOSING DATE FOR ENTRIES: FRIDAY 9 AUGUST 2013



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Recognising exceptional achievement

Once a year, we have an opportunity as a profession to recognise the very best in innovation and practice. The Law Society Excellence Awards are a chance to acknowledge the exceptional work of individuals, while also applauding the collective achievements of teams and firms.

Each nominee brings their own unique strengths. It's Inspiration v Perspiration. Fresh thinking v Proactivity. Dynamism v Service delivery. And the result, at the end of a fabulous ceremony, is that we set new standards and precedents for the future.

Entry entitlement

Unless otherwise stated, anyone in the legal profession is free to make or receive a nomination.

Awards for firms or teams

Excellence in Pro Bono **NEW FOR 2013**

Whether your pro bono work is for clients in your local community or NGOs through a global partnership - from law shops to test cases, clinics to training - we are looking for examples of innovation and best practice. Whoever your client and whatever the vehicle, show us how your freely-given legal expertise has promoted the public interest and developed your business and people.

Excellence in Exporting Legal Services **NEW FOR 2013**

Has your firm championed the rule of English law in the world of global commerce, or set high standards for responsible business in overseas markets? This is an excellent opportunity to demonstrate the contribution you're making around the world and showcase innovation in the provision of legal services internationally.

Legal Sector Alliance Award for Excellence in Environmental Responsibility

The ways in which firms may demonstrate their commitment to the environment can vary widely. From carbon management and energy efficiency through to sustainable procurement and innovative client partnerships, we're looking for evidence of best practice and new approaches. You'll have a proactive environmental strategy and be able to document its impact.

Excellence in Client Service

This award is designed to celebrate excellence in client care. If you've taken an innovative approach to service and can show how you've gone the extra mile for clients, this is your chance to get the recognition you deserve.



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Excellence in Marketing & Communications

Firms are finding ever-more innovative ways to attract and acquire new clients and to convey key messages to employees and stakeholders internally. This award celebrates the very best in marketing and communications, with judges examining your objectives, messages, channels, audience and how effectively they achieved quantifiable results.

Excellence in Business Development & Innovation

The market place is constantly evolving and law firms are finding new and innovative ways to deliver legal services. Our judges are looking for examples of business development initiatives that push boundaries and create real added value.

Excellence in Learning & Development

We're looking for a clear link between your learning and development initiatives and business growth. Your entry will need to describe the development need, the drivers that shaped your approach and, of course, the effectiveness of your approach.

Excellence in Diversity & Inclusion*

Open to firms that have embraced the Law Society's Diversity & Inclusion Charter, this award is designed to showcase the most successful examples of best practice in the promotion of diversity, inclusion and social mobility. We are looking for evidence of diversity and inclusion policies being put into action for employees or clients.

These might include innovative approaches to the recruitment, retention and promotion of a diverse and flexible workforce, or the creation and delivery of value-added services to meet the needs of diverse clients.

*Open to signatories of the Law Society's Diversity and Inclusion Charter only

CQS Award for Excellence in Conveyancing Practice*

This award is reserved for a firm which can demonstrate the strongest commitment to the values of the Conveyancing Quality Scheme. You must show how you have used it to enhance the reputation of your firm, raising standards of client care and service. How has the CQS brand helped you to improve your business and how have you embedded the processes required by its protocol?

*Open to CQS-accredited practices only

Lexcel Award for Excellence in Practice Management*

Achieving Lexcel requires commitment from your entire practice. Firms are continuing to show new and innovative ways of implementing Lexcel, and this award is your opportunity to be recognised for that commitment. Our judges are looking for the practice which has most effectively incorporated the Lexcel framework into its business. Show us how you are driving new strategies to enhance your performance and generate continuous improvement.

*Open to Lexcel-accredited practices only



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Awards for individuals

Individual awards will be presented to exceptional solicitors who have made outstanding contributions through either the insight, flair, imagination, hard work or dedication they have applied to their client work.

We're looking forward to recognising the very best the profession has to offer. So if you know of someone who's breaking new ground - or you feel you should be competing for an individual award yourself - don't delay in getting your nomination in.

Legal Business Woman of the Year

Open to all female practising solicitors

Solicitor of the Year – In-house

Open to all solicitors working in-house.

Solicitor of the Year – Private Practice

Open to all solicitors working in private practice.

Solicitor Advocate of the Year

Open to all practising solicitors undertaking advocacy.

Junior Lawyer of the Year

Open to students and trainees, as well as solicitors with up to five years' active post-qualification experience, who are enrolled with the Solicitors Regulation Authority.

The Law Society Gazette Legal Personality of the Year

Entries to this category will be selected by the Law Society Gazette.

For more information and to enter, please visit www.lawgazette.co.uk



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Your Excellence Award entry

Please tick your chosen category or categories from the list below. Each entry will require a separate form and it's acceptable to photocopy this one. Make sure you complete all the sections.

Awards for firms/teams

- ☐ Excellence in Pro Bono
- ☐ Excellence in Exporting Legal Services
- ☐ Legal Sector Alliance Award for Excellence in Environmental Responsibility
- ☐ Excellence in Client Service
- ☐ Excellence in Marketing & Communications
- ☐ Excellence in Business Development & Innovation
- ☐ Excellence in Learning & Development
- ☐ Excellence in Diversity & Inclusion
- ☐ CQS Award for Excellence in Conveyancing Practice
- ☐ Lexcel Award for Excellence in Practice Management

Awards for individuals

- ☐ Legal Business Woman of the Year
- ☐ Solicitor of the Year – In-house
- ☐ Solicitor of the Year – Private Practice
- ☐ Solicitor Advocate of the Year
- ☐ Junior Lawyer of the Year

For the **firm or team** awards please use the judging criteria on pages 3 and 4 and the headings below to explain why your entry should be considered.

Please write up to 150 words under each of these headings. Judges will focus on the first 150 words only, per heading:

- Outline of the initiatives/actions taken
- Reasons for taking these initiatives/actions
- Significant issues addressed
- Benefits to the practice or organisation
- Evidence of impact on clients or others.

For the **individual awards**, please use the judging criteria on page 5 to explain in up to 500 words why you think the nominee should win.

For every category we require:

Independent objective evidence

You are encouraged to submit independent objective evidence of achievements from third parties. This will carry particular weight with the judges. This could be in the form of testimonials received on letter headed paper, by e-mail, via press cuttings etc. Please do not exceed approximately three sides of A4 when submitting supporting evidence.

50 word summary of your entry

Please summarise the key points of your entry in no more than 50 words. This description will be used in publicity material if your entry is shortlisted so please ensure this is correct.

Declaration

To the best of my knowledge the information given on this form is correct at the time of writing and can be substantiated if required.

Name:

Signature:

Date:

Name of firm/organisation:

Position in firm/organisation:

Unsigned entries will not be accepted.

Please attach your supporting statement, any independent objective evidence, and your 50 word summary to your entry. Your name – and the name of the award you have entered – should be included on each page.

Number of sheets attached:

If you are e-mailing your entry we will also need you to complete pages 6, 7, and 8 of this form, scan and attach them along with the other details listed above.

E-mail your completed entry to:

awards@lawsociety.org.uk



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Entry rules and procedures

Nominations should be emailed to awards@lawsociety.org.uk. All nominations must be received by Friday 9 August 2013. Alternatively, you may find it easier to use our on-line entry form which can be found at www.lawsociety.org.uk/excellenceawards.

1. Entries must be accompanied by a clear, concise supporting statement. Independent objective evidence from a third party may also be submitted. Additional materials will not be considered.
2. Shortlisted entrants may be asked to provide further information and to meet with a representative of the Law Society.
3. Employees and office holders of the Law Society are not eligible to enter the awards.
4. The judges' decisions are final and awards will be made at their discretion. Not all the awards advertised will be awarded if the judges consider that the criteria have not been met. Additional commendations may be made at the judges' discretion.
5. The content of any entry may be used for publicity purposes unless the entrant withholds their consent to this in writing. Content submitted online may be accessible publicly through our website. The content and its publication must therefore be lawful.
6. Entrants will be deemed to have accepted these rules and procedures and to have agreed to be bound by them when entering this competition.
7. We regret that feedback cannot be provided on individual entries.
8. By submitting this nomination form, you are agreeing to be contacted by the Law Society with details of the 2014 Excellence Awards.
9. To help us manage and maintain the reputation of the Excellence Awards you must inform us about any negative media stories relating to the nominated person or practice that have occurred during the 12 months preceding the Excellence Awards ceremony. Negative publicity does not necessarily mean that your entry will be disallowed, but if it is not disclosed, your entry may be invalidated.

For queries or to receive this form in an alternative format contact:

Trish de Souza on **020 7320 5618** or e-mail awards@lawsociety.org.uk

The judges

The entries will be judged by specialist judges and/or the Law Society president, vice president and deputy vice president. Details will be published on our website in due course.

The prizes

Winners receive a trophy, certificate and logo for use on their marketing materials and website. The awards also attract extensive media coverage.

Eligibility for entry

You may nominate yourself/your own organisation or another individual/organisation.

To be eligible to enter any of the awards, nominees must be on the roll of solicitors for England and Wales, if applicable.

Submissions must relate to activities or initiatives conducted in the 12 months prior to the closing date.

- ☐ Tick here to receive information about booking a table at the awards dinner.

How did you find out about the Law Society Excellence Awards?

- ☐ Law Society website
☐ Legal trade press
☐ Newspaper
☐ Online
☐ Social media
☐ Post
☐ From a colleague
☐ Other (please specify)



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Contact details

Please ensure that the names of individuals or organisations nominated are correct, as they will feature in promotional material if your entry is shortlisted.

Your contact details

Your first name

Your surname

Your firm/organisation name

Your position in firm/organisation

Your firm/organisation address

Postcode

Telephone

Your e-mail

Your entrant's contact details (the person/team/firm that you are nominating if different from above)

☐ I'm nominating myself

Entrant first name

Entrant surname

Team name (for team/firm awards)

Entrant firm/organisation name

Entrant's position in firm/organisation

Entrant's firm/organisation address

Entrant's postcode

Entrant's telephone

Entrants e-mail

☐ I confirm that I have sought the permission of the firm/team/individual being nominated, and they agree to be nominated for this Award.