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**A summary of the BD Roundtable session with Marco Guasti at Harpa Legal.**

(Marco used to work at Chambers as a Researcher).

*Complied by Keith Heddle, Mackrell International MD*

**Hints & Tips for Legal**

**Directory Submissions**

If you can’t use a client name, describe what they do – eg. if you can’t say ‘BMW’, use, ‘A major German car manufacturer’. Nothing goes outside the submission (researchers don’t have time), so your answers won’t go beyond the research.

**6. Confidentiality**

When you are interviewed, make sure you do not a) openly criticise other lawyers and law firms and b) spend the whole-time self-aggrandising and/or overtly pushing the justification for your ranking or increase in ranking.

If you are concerned about the performance of another lawyer or firm, rather than critiquing it directly, soften it with a comparison, eg. what I’m seeing in the market is that law firm B seems to be more prominent and more internationally active than law firm A

Use short headlines/sub headlines to introduce the key element of what’s in each key paragraphs of your submission – this breaks up large swathes of text and signposts core elements

**4. Your Interview**

**5. Potential**

Researchers use a system of PO and BoD, ‘Has Potential’ and ‘Benefit of the Doubt’ with rankings – so you may end up not being ranked or moved up a rank, but be on PO, for instance – and that will stay until the next year’s review – or you could even end up moving from BoD to PO across two years before getting ranked. The message is, these things can take time.

Be nice and human and have a relationship with your researcher; this won’t win you your ranking, but researchers are time-pressed and certainly don’t take kindly to rudeness, abruptness or even arrogance (they have experienced it all!)

**3. Relationships**

1. **No Jargon**

**2. Paragraph Signposts**

Don’t use legalese and technical jargon or acronyms when making submissions; not all researchers are lawyers, so make it easy to read and easy to understand.

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We’ll use this section to add any wisdom that members have found useful when submitting to directories. What have you found that helps? Contact mackrell.hq@mackrell.net with any ideas and tips that you have found useful in getting your firm ranked with the legal directories.

Not yet a prerequisite, but questions are increasingly being asked about the breadth of representation on your executive and in the project team

Lawyer Bios and profiles do not add to a ranking – researchers don’t have time to review them; only at the end, when they are describing the lawyer in the ranking, they might refer to some details from the Bio – so don’t sweat this element!

Use short headlines/sub headlines to introduce the key element of what’s in each key paragraphs of your submission – this breaks up large swathes of text and signposts core elements

Always do your best to submit a full 20 cases rather than less. Obviously in certain areas eg. Arbitration, you won’t have 20 cases in a year, so common sense prevails.

**11. Member Input**

**10. Bios etc**

**9. D&I**

**8. Value**

**7. Twenty Cases**