

Mediators

Editorial submission request and guidelines

We will soon be starting research for the 2016/2017 edition of *The Legal 500 UK*, and invite you to provide us with editorial submissions.

To have the best possible chance of being ranked, please follow these guidelines carefully when preparing and sending your submissions.

Editorial submissions and referee spreadsheets for the Mediators sections must be with us no later than **midnight on Friday 4 March 2016**. Please note that, save in exceptional circumstances, any submissions received after this deadline will not be considered.

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

If you have any further questions, please email the address below, and either I or one of my team will be pleased to help.

Yours sincerely



Mike Nash
Chief Editor, The Legal 500 Series
editorial@legal500.com

TIMETABLE

Referee spreadsheets should reach us no later than midnight on Friday 4 March 2016

Editorial submissions should reach us no later than midnight on Friday 4 March 2016

Interviews will take place between 4 April and 13 May 2016

Researcher contact details will be posted on Monday 4 April 2016 at www.legal500.com/assets/pages/about-us/get-involved.html

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Detailed submission guidelines

If you believe you warrant recommendation as a mediator, please provide us with a written editorial submission, including feedback on the current edition, contact details, and details of your practice.

Please note that while the editorial has previously focused on mediators handling commercial disputes, the 2016 edition includes separate sections on **Mediators (commercial)** and **Mediators (family)**.

We do not publish or provide a form or template for submissions. This is because we want you to present your practices in your own words and format, rather than approaching submissions as a literal and figurative form-filling exercise. You are warned against overloading submissions with details unlikely to assist researchers; the best submissions (quality of the work examples aside) are those that provide a clear and succinct snapshot of your work.

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

Rather than a dry recitation of facts, we want to get a sense of the enthusiasm and passion that you have for you area and clients.

Feedback on the 2015 edition

You are encouraged to provide constructive feedback on your ranking in (or omission from) the 2015 edition. If you disagree with our decision last year, and have suggestions as to where you should be ranked, please make your reasons as specific and detailed as possible. Please bear in mind that, within tiers, mediators are listed alphabetically.

You are welcome to include any observations about the market and rankings generally, but please note that peer feedback is not part of the ranking analysis. Constructive comments about the market – particularly factual statements – can be a useful starting point for researchers to look into things themselves and either corroborate the information or disregard it.

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Detailed work examples

Provide up to ten detailed work examples; all should fall in the calendar year 2015.

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 mediator.

The work examples should be matters that, collectively, represent your practice as a whole and illustrate your expertise. When drafting the text for each example, bear in mind who will be reading it and for what purpose: the researcher will have several dozen submissions, and is looking for differentiating factors.

Remember that our researchers, although familiar with the practice area in question and the market generally, are generally not lawyers. As such, write in layman's terms, and do not assume that the work 'speaks for itself'.

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;
- Who acted on the other side of the matter; and
- Links to any relevant and useful press releases or articles.

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We recognise that some legal work is lengthy and can span more than one 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, so that any editorial about the practice is representative and colourful. By comparison, where we cannot publish details of any work examples, any editorial will be somewhat prosaic.

Practice information

Set out the basic information about your practice, thinking carefully about the message that you want to convey to us, and explain clearly what your practice does (and does not do). This may include, but is not limited to, information on:

- Specialisms and particular expertise;
- Client base (both type and geographic);
- Lists of representative active clients/new clients;
- Any sector focus;
- Types of work on which your practice focuses; and
- Key differentiators between your practice and competitors.

Provide details of any significant developments for the period 1 January 2015 to date. These can be anything that you feel would be relevant to our analysis for the rankings.

It is also helpful to include any other information that will help to contextualise the practice, such as the total number of mediations completed that year.

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Contact information

Provide contact details for the person whom we should contact in the first instance about the submission. Please include his or her name, position, email address and telephone number.

Barristers

We welcome any feedback that you are able to provide on barristers (either at the London or regional Bar) that you have either used or been on the other side of. Please email any feedback separately, to editorial@legal500.com, with the subject lines:

- UK/Bar feedback/London Bar/[Practice area]; or
- UK/Bar feedback/Regional Bar/[Practice area].

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Sending editorial submissions

- Submissions should be emailed to **editorial@legal500.com**, with the following subject line:
UK/Mediators/[name of mediator]
- Please paginate submissions.

Confidentiality

We will assume that all information provided to us is not confidential, and may be referred to in the editorial, unless indicated otherwise. As noted above, please indicate clearly where any information (whether client names, deal or case values, or any other detail) is confidential and not publishable by marking it as **CONFIDENTIAL** (in capitals, bold and red text).

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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, please bear in mind that – on average – the referee response rate across all guides is between 25-30%. The more referees you provide, the greater your chance of us receiving substantive feedback on the practice in question.

A referee will often be a client, but may be any third party, such as an introducer or referrer of work, or counsel. Please specify the type of each referee, so that we can tailor our reference requests appropriately.

The referees put forward should be representative of your client base and work. Both longstanding and new clients should be included. You are welcome to put forward more than one individual at a client or organisation as referees. The most senior person at a client 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. The spreadsheet for mediation can be downloaded from www.legal500.com/assets/pages/about-us/get-involved.html.

For detailed notes on how to complete referee spreadsheets, please see our 'Referees explained' document, available at www.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 sub-practice area in question. At the appropriate time in 2016 we will send all participating mediators an email notifying them of the date that we will start contacting referees, so that mediators can let the referees know to expect our feedback request.

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Referees will also receive an email on publication of *The Legal 500 UK* in 2016, stating that the rankings and editorial are available to view, free of charge. Referees will **not** be put on any marketing or sales lists.

The Legal 500 series contacted over 280,000 individual referees in 2015. To ensure referees are not repeatedly contacted, it takes time to process and de-duplicate the spreadsheets. **Please note the following rules and deadlines for referees:**

- **The referee deadline is midnight on Friday 4 March 2016.**
- **Any referees received between midnight on Friday 4 March 2016 and midnight on 18 March 2016 will be contacted only if that individual has not already been submitted in a spreadsheet by any firm or mediator before midnight on Friday 4 March 2016. This is to help ensure that referees do not receive multiple emails from us.**
- **Any referees submitted after midnight on Friday 18 March 2016 will not be contacted.**

Sending referee spreadsheets

- Referee spreadsheets should be emailed to **editorial@legal500.com** with the following subject line:
UK/Mediators/[Name of mediator]
- Please do not send any hard copy spreadsheets.