

## FT INNOVATIVE LAWYERS REPORT 2009 – THE CHANGE ISSUE

The FT Innovative Lawyers Report is going to change this year. It will focus particularly on the activities of lawyers in the light of the credit crisis and deepening recession. It will look at how lawyers have helped their clients adapt to changing market conditions, and how they have adapted to change themselves.

Now in its fourth year of publication, the FT Innovative Lawyers Report has become one of the top legal rankings in Europe, and the accompanying awards are widely regarded as the best researched in the market. It presents a unique analysis of the legal industry and is the only ranking of lawyers by innovation. We base both the report and awards on thorough research and robust journalism.

We are pleased to invite submissions into the 2009 report. Please note that the content of the report will reflect the shift of focus onto lawyers' activities in the downturn. The final report will be distributed in the Financial Times to our 400,000 readers across Europe.

FT Innovative Lawyers is a joint venture with RSG Consulting, a specialist legal research company with decades of experience in analysing the legal industry. The intensive research process will be an amalgam of in-depth interviews with referees, expert commentators and market research surveys. In 2008, the RSG research team conducted over 700 in-depth interviews to reach the final rankings.

Your submissions will help us to continue with our unique analysis of the legal industry. The special focus of this year's edition will provide a special look into how the current downturn is affecting both the profession and its clients.

### THE REPORT

#### ▪ FT Innovative Lawyers Report 2009 – The Change Issue

##### 1. European private practice

###### a. Legal expertise

- i. **Credit crisis and the downturn\***: the legal solutions to the credit crisis and the firms behind them. The downturn is affecting every area of commercial life. How are law firms helping their clients mitigate recessionary effects and survive in this new business environment?
  - ii. **Financial services\***: a focused look at the work firms are doing for banks and other financial institutions, from regulation to re-shaping.
  - iii. **Government\***: what are the options open to government and the public sector and how have the firms helped to find solutions.
  - iv. **Dispute resolution\***: cross-border litigation has increased. What are the innovative legal strategies that can reduce the pain of litigating in this market?
  - v. **Fraud**: under increased scrutiny more fraud is being exposed. How have firms shown innovation in handling fraud cases or helping to detect, prevent or manage fraud for clients?
  - vi. **General legal expertise\***: not all business activity is negative. This section will look at what innovative work firms have done for clients who are engaged in growth or other general commercial activity.
- b. **Law firm management\***: how law firm leaders are managing and responding to the significant changes predicted in the legal industry.
  - c. **Resourcing\***: For many firms, the downturn is stimulating more evaluation into the way in which legal services are resourced. This section will cover the various arrangements firms are pursuing and their impact on the legal industry as a whole.
  - d. **Client service\***: how law firms deliver value to their clients in these times of distress and uncertainty.
  - e. **Billing and fees\***: with increasing pressure on costs, which firms are innovating in this area and what type of fee arrangements are they putting in place?
  - f. **FT Law 50\***: a unique index of European law firms by innovation. Following previous years, firms will be ranked based on an aggregate of a number of criteria.

2. **US law firms in Europe\***: US law firms are invited to make submissions detailing their firm's activities in the following areas:
  - i. **Credit crisis**: the legal innovations which enabled immediate solutions to the crisis in 2008 in the US.
  - ii. **Downturn**: how are the US firms in Europe helping their clients survive the downturn?
3. **European in-house lawyers\*** – an analysis of the way in-house legal teams at Europe's top companies add value to their businesses through managing the way in which the company receives legal services to risk management. This section will look particularly for general counsel who have contributed significantly during the credit crunch in 2008 and subsequent downturn.
4. **Innovative individuals\*** – the top 10 individuals who have innovated either for clients or in the legal industry in the face of the credit crunch and the global recession.

## THE AWARDS

- The awards ceremony will coincide with publication of the report. Those interested in taking tables at the event should contact Craig Bethell, FT Conferences and Events on +44 (0)20 7873 4110, [craig.bethell@ft.com](mailto:craig.bethell@ft.com).
- Short-lists for the FT Innovative Lawyer Awards will be drawn from the research conducted for the FT report. They will comprise the “stand-out” innovations in each category and section.
- **Awards** will be given in every section and category of the FT Innovative Lawyers Report (as highlighted above\*). The FT reserves the right to withhold or change the categories of available awards according to research results.

## SCHEDULE

- 5 May 2009 – launch party at the Financial Times, Number One Southwark Bridge, London SE1 9HL
- **12 May 2009 – deadline for submissions**
- 22/23 October 2009 – simultaneous publication of the report and awards ceremony in London

## FILING AND JUDGING OF SUBMISSIONS

- Submissions can be made to any number of categories but there is a **limit of three per category**. If more than three submissions are made, only the first three by alphabetical order will be considered. However, in the Legal Expertise category, firms can submit three submissions into each area as outlined above.
- Submissions should be no longer than 1,000 words. Clarity of language and presentation will be taken into account when submissions are scored.
- Submissions should be written in English and detail the following:
  - A description of the innovation, including when it was implemented
  - Why it is innovative
  - The rationale for the innovation
  - The impact/results of implementing the innovation
  - Contact details for the lawyer responsible and of referees who can support the submission
- Submissions will be fully researched and will be assessed on their own merits, referee comments and against other submissions received in each category. Innovations will be scored for their **originality, rationale** and **impact**.

## HOW TO SUBMIT

- Submissions should be sent in both hard and soft copies.
- Soft copies of the submissions should be e-mailed to [ftresearch@rsgconsulting.com](mailto:ftresearch@rsgconsulting.com) clearly labelled with the name of the submitting organisation and the category to which the submission relates.
- Hard copies should be posted to: RSG Consulting, 103 Sclater Street, London E1 6HR.
- Tips for submissions can be found at [www.rsgconsulting.com](http://www.rsgconsulting.com).
- An overview of the project and an online version of the 2008 report, can be found at [www.ft.com/innovativelawyers2008](http://www.ft.com/innovativelawyers2008)

## CONDITIONS OF ENTRY

- There is no fee for entering submissions into the FT Innovative Lawyers 2009.
- The 2009 ranking will assess innovations from January 2007 to May 2009.
- The researchers reserve the right to move entries from one category to another if they feel it is more appropriate. The researchers' decisions are final and no correspondence can be entered into.
- The FT and RSG Consulting accept no responsibility for the loss or damage of material submitted. Submissions will not be returned.
- The FT reserves the right to publish the names of the firm or lawyers contained in the short-list of outstanding entries, details and description of all entries and details of winners. All entrants grant the FT a perpetual, non-exclusive licence to publish details and descriptions of entries as referred to and also agree to participate in publicity reasonably requested by the FT regarding their entry. The FT acknowledges that copyright in all entries remains vested in the entrants.
- Please do not include any confidential information in your entry that you do not wish to enter the public domain because the FT is unable to guarantee that such information will not be published as set out above. Any inclusion of confidential information in an entry is at the entrant's sole risk and responsibility and in knowledge of the FT's request not to do so.
- The FT reserves the right to cancel, postpone or suspend FT Innovative Lawyers 2009 at any time.
- By submitting an entry, entrants will be deemed to have read, understood and agreed to these terms and conditions on behalf of their firm or organisation.

## CONTACT DETAILS

- **For research questions**, please contact Reena SenGupta at RSG Consulting on +44 (0)20 7033 9898, [reena@rsgconsulting.com](mailto:reena@rsgconsulting.com)
- 
- **For editorial enquiries**, please contact Paul Solman at the FT on +44 (0)20 7775 6824, [paul.solman@ft.com](mailto:paul.solman@ft.com)
- **For advertising opportunities or other research sponsorship opportunities**, please contact Robert Grange, head of professional services at the FT on +44 (0)20 7873 4418, [robert.grange@ft.com](mailto:robert.grange@ft.com)