

Working with Legal Directories: The Inside View

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Common misconceptions

I can buy my way in – FALSE

They are biased towards international firms – FALSE

They're trying to trick me – FALSE

No-one looks at the rankings – FALSE

The process is too slow – TRUE/FALSE

What are they looking for?

Sophistication of work

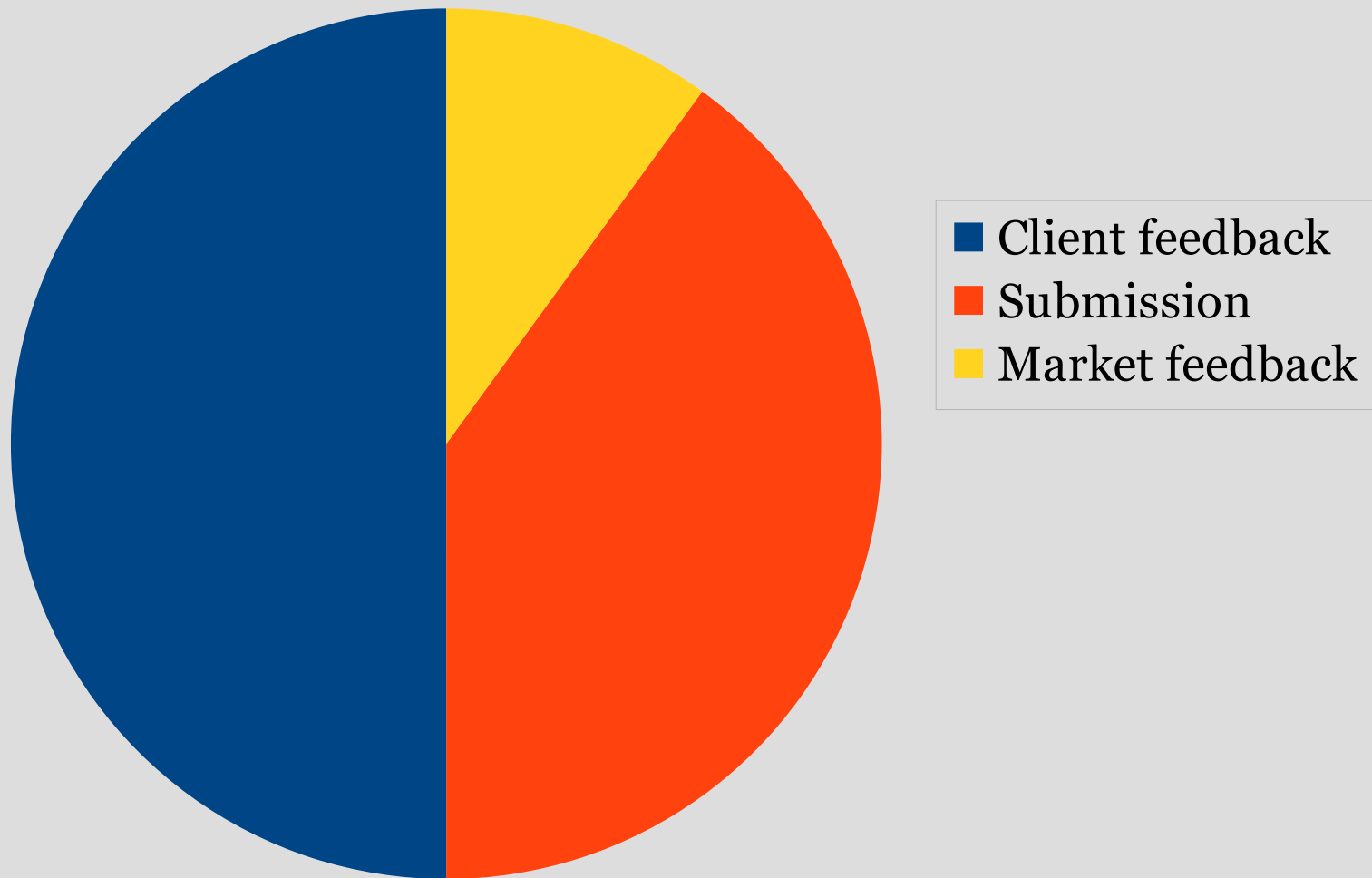
Client service

Commercial awareness

Industry understanding

Value for money

How information is assessed



Good practice

Submit on time! Check the research schedule regularly

Balanced communication

Follow the guidelines

Be honest and above all **realistic**

Have patience

Bad practice

Bullying tactics

Bribery (!)

Avoid the template

Too much/too little information

Expect **miracles**

Submission – key information

Summary of the case – keep it concise!

Highlight what is **special** about the case

Cross-border aspects if relevant

Firms on the other side

Links to media coverage where possible

Client referees

Clients know the team and the market

Clients can give objective feedback

All interviews are completely anonymous

Consider alternate sources e.g. referring law firm

Don't cheat!

Looking ahead in the Czech market

Cautious optimism

Foreign investment

Domestic v. international firms?

Calm after the storm

Increased competition

Candid comments

“He's a boring person... not someone you'd want to spend a weekend with.”

“Trying to do business in Italy is heroic.”

“He can drink a bottle of wine in 15 minutes!”

“They offered me a biscuit then charged me for it! What kind of people do that?!”

“How to describe him? Old.”

“I have no complaints other than the fact they're French.”

“If you pay peanuts you get monkeys.”

“They charge like a herd of wounded elephants.”

“Law is the most powerful and wicked of institutions around.”

“Five years ago he was a star, then he got fat.”

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