

LawNet Awards 2017



LawNet Awards 2017

The presentation of the LawNet Awards 2017 will take place on 10th November during the conference dinner at Heythrop Park Resort, Oxfordshire.

Approximately 200 delegates will attend including senior management from all LawNet firms and key business partners and sponsors. During the evening the award winners are announced and invited on stage to collect their trophy.

Why enter?

The benefits of entering The LawNet Awards 2017 extend far beyond winning one of the prestigious trophies in November. Here are just a few reasons why your firm should take part this year:

Reflect on your success - Often in the busy environment of everyday business, achievements can be easily forgotten. Completing the entry form allows you to pause and consider what and/or who contributed to your success and where you can go from here.

Positive PR - Being selected as a winner is a great achievement and a real opportunity to generate positive publicity for your firm.

Differentiate your business - What better way to make your business stand out than being an award winner? Demonstrate to your current and future customers, employees and competitors that yours is an exceptional law firm.

The LawNet Awards 2017 Categories

Best Digital Presence

Sponsored By

conscious
design, websites and marketing for law firms

Best Community Contribution

Sponsored By

TBA

Best Employee Engagement Initiative

Sponsored By

tikit
A part of **BT**

Excellence in Client Care

Sponsored By

SHOPPER
Anonymous
Driving great service

Young Lawyer of the Year

Sponsored By

Landmark[®]
INFORMATION GROUP

Team of the Year

Sponsored By

stl

Law Firm of the Year

Sponsored By

WilkinsonRead
& PARTNERS

Most Active LawNet Member

Sponsored By

PKF FRANCISCLARK
Chartered accountants & business advisers

The winners of the Most Active LawNet Member will be selected by LawNet, based on internal performance and activity data. No entries are required.

Deadline: Wednesday 27th September

Please return your completed entry to George Coombes
gcoombes@lawnet.co.uk

LawNet Awards 2017

2017 Judging process

Judging

There are seven award categories open for entry in the LawNet Awards 2017, recognising excellence and achievements across the network.

The judging panel's decision is final.

Submission and Entry Form

1. Submissions **must** be structured under the headings provided for each category. This approach gives the judging panel a standard set of criteria and questions on which to compare all entries.
2. Each entry should be accompanied by a completed entry form (see last page). Submissions must be emailed or posted back to LawNet and marked for the attention of George Coombes.
3. Entries **must not** exceed 3 sides of A4 paper.
4. You **must** follow the headings as detailed on each entry criteria, where possible please give examples in quantifiable terms. Suggestions about points or questions for each heading are provided on the following pages. However these are not prescriptive and entrants should expand as appropriate.
5. When submitting you **must** also include a fifty-word summary of your entry. We may use this for promotional & PR purposes.

All information received that is clearly marked confidential will remain so within LawNet, and will not be released without the permission of the entrant.

All awards are free to enter.

You can enter as many award categories as appropriate.

Supporting material

You may provide supporting material if you wish, although it is not obligatory.

Deadline

Submissions to be emailed to gcoombes@lawnet.co.uk by no later than Wednesday 27th September.

Shortlisted Entries

Short-listed entrants will be announced approximately three weeks before the conference.

Winning Entries

Award winners will be announced and presented with a trophy at the LawNet Annual Conference Dinner on 10th November at Heythrop Park Resort, Oxfordshire.

The awards provide a platform for your firm to showcase its achievements amongst LawNet peers and the wider legal community. Winning firms will receive:

- A trophy - to be presented at the Awards Ceremony
- A winners logo for use on your website and marketing materials
- Copy of an official photograph of you receiving your award for use on your website and PR activities
- Inclusion in any post-event PR carried out by LawNet.

LawNet Awards 2017

Best Digital Presence

Sponsored by **Conscious Solutions**



The rise of digital has been the big marketing story over the last decade. Today, a successful digital presence incorporates a variety of activities and platforms e.g. Company website(s), Twitter, Facebook, YouTube, LinkedIn, blogging and many more. The focus is on usability and content integrated across all platforms. A well-designed user experience can differentiate your firm from the rest of the market.

Maybe you've redesigned your website, run a successful Twitter campaign or are using video to get your message across? We want to hear about the best examples of all these activities.

The winners of this award will be able to demonstrate how their digital strategy and activities are delivering real benefits for their firm. Entries may cover a range of activities from a specific campaign using only one platform to general activities across multiple platforms.

Entry Criteria

You must structure your entry using the following headings:

1. Strategy & planning
2. Content & design
3. Execution
4. Results

Please note: Entries not submitted using these headings will be void.

When submitting you must also include a fifty-word summary of your entry.

Supporting Notes

You might like to cover some of the suggested points/questions below but these are not exhaustive or compulsory. Firms are free to expand their responses under the specified headings if they wish.

1. Strategy & Planning

- Why did you do what you did?
- What were your objectives for your digital activities - (multi or single platform)?
- Who was your audience?
- How did you go about planning your activities?

2. Content & Design

- What did your activities look like?
- Is the design accessible and understandable, delivering a positive user experience?
- Is there a clear and consistent message?
- How does your design and content engage your audience and differentiate your firm?
- Can users interact and respond through your digital activities? If so, how?

3. Execution

- Describe your campaign or activities – what did you do?
- Outline how they were rolled out – how did you do it?

4. Results

Provide evidence of the effectiveness of your digital activities. This could include any or all of the following: (note this is not an exhaustive list of potential results)

- increased traffic to website
- new clients
- improved contact with prospects
- increased attendance at events
- promotion for your firm
- interaction with users
- return on investment
- improved client care & service.

LawNet Awards 2017

Best Community Contribution

Sponsored by TBA

Businesses today recognise that they have a wider contribution to make to the communities they operate in. This award recognises firms that have implemented policies or executed projects that have positively impacted their community and generated outcomes that have a long term benefit for all parties.

The benefits of well planned and executed CSR activities are well documented and include building trust and reputation in your firm in your local area; helping attract clients; increased internal morale and team building; and the attraction and retention of staff.

Entry Criteria

You must structure your entry using the following headings:

1. Strategy & planning
2. Execution
3. Results

Please note: Entries not submitted using these headings will be void.

When submitting you must also include a fifty-word summary of your entry.

Supporting Notes

You might like to cover some of the suggested points/questions below but these are not exhaustive or compulsory. Firms are free to expand their responses under the specified headings if they wish.

1. Strategy & Planning
 - Why did you do what you did?
 - What were your objectives?
 - How did you go about planning your activities?
 - How did you decide which ones to get involved in?
2. Execution
 - Provide examples of the type of activities undertaken to improve the community/environment/society/ cultural life/business life of your local area
 - Who was involved from the firm?
 - How much time was committed?
3. Results
 - What was the impact of your activities on the community - either through the number of people benefiting from the strategy or the depth of how it has changed lives?
 - What was the impact internally for your firm?
 - Is there a lasting impact to the contribution? Can it be sustained?
 - How were the contributions promoted or publicised?
 - Was there a financial benefit for the firm?

LawNet Awards 2017



Best Employee Engagement Initiative

Sponsored by Tikit

Leading organisations recognise that putting their people first is the best way to ensure business success. Engaged employees are more committed and inspired – and they inspire others by example. They care about the future of the firm and are willing to invest their time and efforts to see that it succeeds. High levels of employee engagement lead to lower staff turnover and better client service which in turn leads to improved financial performance.

This award seeks to recognise the great work going on in the network in this area and the judges want to hear about any of the things your firm is doing to improve employee engagement and create a people focussed organisation.

The winner of this award will demonstrate how their employee engagement initiative(s) have delivered real results to the firm.

Entry Criteria

You must structure your entry using the following headings:

1. Strategy & planning
2. Execution
3. Results

Please note: Entries not submitted using these headings will be void.

When submitting you must also include a fifty-word summary of your entry.

Supporting Notes

You might like to cover some of the suggested points/questions below but these are not exhaustive or compulsory. Firms are free to expand their responses under the specified headings if they wish.

1. Strategy & Planning
 - Why did you decide to focus on employee engagement?
 - How does this initiative fit with your overall business strategy?
 - Outline your goals and objectives
 - What did you hope to achieve?
 - Can you demonstrate a developed business case showing how your activities are aligned to the organisation's priorities?
2. Execution
 - What did you do? What did your activities look like?
 - How did you implement your employee engagement initiative(s)?
 - Outline how they were rolled out. What stages or processes were involved?
 - What other issues did you have to address i.e. change management, marketing, leadership, teamwork, staff training, new ways of working?
 - Which individuals or teams were involved in implementation?
3. Results
 - Provide evidence of the results of your employee engagement activities – e.g staff, involvement, staff turnover levels, motivation, employee satisfaction survey scores, productivity levels, improved client service and financial results
 - How have your initiatives impacted your business, clients or staff?
 - Evidence of how the engagement strategy is linked to, and has improved, key business objectives and outcomes
 - Do your activities have sustainable, long term benefits?
 - Outline the quantifiable measures of success of your employee engagement strategy.

LawNet Awards 2017



Excellence in Client Care

Sponsored by **Shopper Anonymous**

LawNet has been helping members improve client service for the last 4 years through the Mark of Excellence package of support. We know that LawNet firms are consistently outperforming the competition in this area and this award will celebrate your hard work and commitment in delivering excellence in client care.

The winner of this award will demonstrate how their client care initiative(s) have improved the experience for their firm's clients with positive outcomes for the business.

Entry Criteria

You must structure your entry using the following headings:

1. Strategy & planning
2. Execution
3. Results

Please note: Entries not submitted using these headings will be void.

When submitting you must also include a fifty-word summary of your entry.

Supporting Notes

You might like to cover some of the suggested points/questions below but these are not exhaustive or compulsory. Firms are free to expand their responses under the specified headings if they wish.

1. Strategy & Planning

- How does a commitment to client care fit with your overall business strategy?
- Outline your goals and objectives
- What did you hope to achieve?
- How did you go about planning your activities?

2. Execution

- Describe your client service approach and related activities.
- Outline how any new initiatives were rolled out. What stages or processes were involved?
- What other issues did you have to address i.e. change management, marketing, leadership, teamwork, staff training, new ways of working?
- Which individuals or teams were involved in implementation?
- How have you ensured consistency in service delivery across the business?
- Describe the quality and performance measurements you have put in place
- How is learning shared to ensure ongoing improvement?

3. Results

- Provide evidence of the results of your focus on client care – e.g satisfaction scores, results of other surveys, mystery shopping feedback, client feedback and reviews, repeat instructions and recommendations
- Evidence of how the client strategy is linked to and improved key business objectives and outcomes
- Do your activities have sustainable, long term benefits?

LawNet Awards 2017

Young Lawyer of the Year
Sponsored by Landmark Information Group



This category allows firms to nominate exceptional trainees or lawyers just starting out in their careers. Open to trainees and those up to 5 years qualified.

Entry Criteria

You must structure your entry using the following headings:

1. Legal Skills
2. Business & Practice Development
3. Personal Skills
4. Key achievements & results

Please note: Entries not submitted using these headings will be void.

When submitting you must also include a fifty-word summary of your entry.

Supporting Notes

You might like to cover some of the suggested points/questions below but these are not exhaustive or compulsory. Firms are free to expand their responses under the specified headings if they wish.

1. Legal Skills
 - Evidence of a high level of ability in the individual's chosen area of specialism
 - Evidence of the individual's willingness to take on complex or challenging cases.
2. Business & Practice Development
 - Evidence of the individual's overall contribution to the law firm. Could include commitment to excellence, demonstrating high levels of client care, contribution to team, commercial awareness, business development initiatives and thinking outside of the role
 - Evidence of the individual's innovation, best practice and commitment to continuous development.
3. Personal Skills
 - Provide evidence of those skills and attributes that make the individual stand out as a potential winner e.g. excellent communication skills, client care skills.
4. Key Achievements & Results
 - Evidence of success and recent case wins
 - Impact of any ideas or initiatives to the firm
 - Testimonials from clients and/or colleagues.

LawNet Awards 2017

Team of the Year

Sponsored by STL



This category allows firms to nominate a team which has delivered an exceptional performance during the past 12 months. Entries are open to a team in any part of your firm, whether legal or business support.

Entry Criteria

You must structure your entry using the following headings:

1. The Team
2. Achievements & Contribution to the Firm

Please note: Entries not submitted using these headings will be void.

When submitting you must also include a fifty-word summary of your entry.

Supporting Notes

You might like to cover some of the suggested points/questions below but these are not exhaustive or compulsory. Firms are free to expand their responses under the specified headings if they wish.

1. The Team

- Overview of the team's role within the firm (including details of the organisation, the size and composition of the team and its remit)
- Describe the team's approach to its role, or a specific initiative or project that makes it worthy of recognition
- Evidence of how the team's approach or particular initiative can be viewed as creative, technically excellent, innovative or effective
- How has the team demonstrated levels of performance and commitment that go beyond expectations?
- Evidence of how the team has balanced and utilised different team members' skills to work towards their aims
- Is this a permanent team in the business or one created for a specific project or client matter.

2. Achievements & Contribution to the Firm

- Evidence of the results of the team's activities
- What did they achieve?
- How has this contributed to the performance of the firm?
- Depending on the team nominated this could include financial results, commitment to excellence, demonstrating high levels of client care and service delivery, contribution to firm values, commercial performance, marketing & business development initiatives or innovation
- Please provide evidence of specific targets set and performance or other measurable benefits achieved – particularly in relation to end-user benefits and/or efficiency gains.

LawNet Awards 2017

Law Firm of the Year

Sponsored by Wilkinson Read & Partners



Awarded to a firm demonstrating overall excellence and significant progress over the last 12 months against a wider business strategy

Entry Criteria

You must structure your entry using the following headings:

1. Strategy & business planning
2. Client focus
3. People management
4. Financial performance & other results

Please note: Entries not submitted using these headings will be void.

When submitting you must also include a fifty-word summary of your entry.

Supporting Notes

You might like to cover some of the suggested points/questions below but these are not exhaustive or compulsory. Firms are free to expand their responses under the specified headings if they wish.

1. Strategy & Business Planning
 - Provide evidence that the firm has a clear strategic direction
 - Outline how your business plan is developed in line with your strategy
 - Demonstrate how the business plan is developed and communicated to your employees to ensure buy-in and commitment to objectives.
2. Client Focus
 - Provide evidence of a commitment to client care across the firm outlining how you have implemented any client care initiatives.
3. People Management
 - Demonstrate a commitment to looking after employees
 - Describe your talent management programme and focus on people development.
4. Financial Performance & Other Results
 - Evidence of strong, sustainable improvements in financial performance with measurable results
 - Outline any key cases won
 - Describe the results of any other initiatives that best exemplify yours is a leading firm in the LawNet network.

LawNet Awards 2017

Entry Form

To enter, please complete the form below, stating which award you would like to apply for and who to contact at your firm regarding the application.

Please note, you may apply for as many categories as you wish (please copy this page). Each application can also include supporting materials for your entry. It is not obligatory to include supporting material, indeed it could count against you if the material is not pertinent to the entry. If you do include such material please refer to it in your covering statement.

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WilkinsonRead
& PARTNERS

FIRM NAME	
AWARD/S CATEGORY ENTRY	
CONTACT NAME	
CONTACT NUMBER	
CONTACT EMAIL	

Please do not forget to include your fifty-word statement summarising your award entry

Deadline: Wednesday 27th September

Please return your completed entry to George Coombes
gcoombes@lawnet.co.uk