

Chambers USA 2024 Guide Launch and 2025 Cycle

We're officially in this year's Chambers USA era.

With the release of the Chambers USA 2024 guide on June 6, 2024, the Chambers USA 2025 research cycle kicks off, running from July 11 to December 12.

The release of the guide is a critical piece of information for firms developing their strategy for 2025 Chambers research. The number one thing to keep in mind as you review your Chambers results is that being included is often a multi-year process, so don't get discouraged if you're not seeing traction right away. Getting an attorney or practice ranked can take several submission cycles – but this is *why* Chambers is among the more [prestigious directories and rankings](#) that we recommend as part of a rankings and awards strategy.

Here are some helpful tips for reviewing your 2024 results and developing a strategy for your 2025 Chambers USA submissions.

2024 Chambers USA Launch

The launch of the 2024 Chambers USA guide means that all firms will have access to their band rankings to see new individual or group rankings, as well as any movement in the tables. The 2024 edition covers firms and attorneys in all 50 U.S. states, D.C., and nationwide, ranking more than 9,000 legal departments and 24,000 lawyers in more than 200 jurisdictions.

It is worth noting that firms paying for the Chambers profile platform had early access to their 2024 results. Chambers has made tremendous improvements to their internal tools in recent years, so the profile platform does not just mean clickable profiles – it also offers additional rankings insights and reference tracking. If your firm is already paying for profiles, make sure you are using these strategic tools.

Chambers is not quick to put a department or individual into a table unless they are certain that department or person has demonstrated a sustainable, successful practice versus a single significant matter that garnered media attention. They want to see a certain depth of practice. If you are not seeing the desired movement for an individual, take a good look at the most recent list of matters and references. It could be that the information is stale or the referees are not responsive. Do you think the practice group is doing Band 2-quality work but seems stuck in Band 4? That might be based on where individual attorneys are ranked, so look at the mix of individuals compared to the higher bands and see if you should be focused on adding new attorneys to the table or trying to elevate existing rankings.



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Leveraging Your Results

A ranking in Chambers USA is a significant accomplishment. Now that you have your results, how do you promote them?

The most obvious way is through an announcement that can be posted on the firm's website and added to attorney bios, and/or distributed to local media. This is a great start in capturing your overall results, but consider giving the news additional traction by breaking apart your results as a social media campaign. Highlight big movements, showcase a specific practice and the work they're doing, or even note an attorney's inaugural ranking.

Another way to optimize your Chambers USA results is by using the third-party commentary – either the Chambers write-up itself or quotes from clients and peers. These can be used as callouts on practice group pages, featured in printed marketing materials, and in responses to RFPs. However, be mindful of any state bar regulations or guidelines regarding client testimonials. It's important to understand the rules specific to your jurisdiction; we know that [New Jersey does not allow anonymous testimonials](#), for instance.

A final way to optimize your results is by using them as a touchpoint with your clients. We always recommend letting your referees know their name is being put forward during the submission process, and following up when research starts. Once the guide comes out, consider also sending a brief thank you to your client references, highlighting your results and perhaps even requesting their continued participation in the coming year.

Strategizing for Chambers USA 2025

Now that you have reviewed and promoted your 2024 results, it's time to think about your strategy for Chambers USA 2025. Here are some key things to keep in mind for your 2025 submissions:

Diversity is still important. Chambers is interested in firms walking the walk when it comes to DEI initiatives. That has been true with large firms for several years, but for any small to mid-sized firms that have robust DEI programs and positive results, this is a good time to focus on Chambers if you have been wary.

Team composition speaks volumes. Be sure to highlight individuals at different stages of their careers, not just senior partners. Convey mentorship when you can by highlighting a partner who regularly enlists a senior associate for assistance with trials or transactions. Any way you can demonstrate a strong bench in a practice shows that the firm is focused on growth, is soliciting new perspectives and has the capability to handle sophisticated matters.

References reign supreme. Having a compelling submission is just a first step in the Chambers process; third-party validation is what can truly elevate an attorney or a group. Remember that Chambers increased the maximum number of references from 20 to 30 in 2023, so take advantage and always submit as many names as possible. Don't be afraid to make the ask! Remember that a reference doesn't have to be the top executive of a

company. Pick a client contact who is the most likely to respond to the researcher's request for feedback. Also remember that a reference can be another Chambers-ranked attorney or even a competitor who is familiar with your work.

Once you have completed your submissions, don't forget to repurpose your content. Gathering and writing up the representative matters is hard work, but it's not a "one and done" exercise. Publish the matters on biographies and practice group pages to keep content fresh on your website. Include successes in responses to RFPs. And, of course, use these write-ups for other nominations throughout the year to highlight the high level of work being done by your attorneys.

What's New for Chambers USA 2025

The 2025 Chambers USA submission schedule runs from July through December, with research taking place from August 2024 to February 2025. [The full research schedule can be found here](#), which you can filter based on location and practice.

An exciting feature for 2025 is a new [online submissions platform](#). This enhanced experience is designed to help save time and manage all your submission and reference forms, and you are also able to view progress for each submission, practice area and deadline. Firms can still complete and upload submissions the traditional route – all submissions are treated the same, regardless of how they are submitted.

Each year, Chambers adds new emerging and growing practice areas in the U.S. legal market and expands existing areas of coverage into new jurisdictions. The new sections available for the Chambers USA 2025 research cycle are:

State-Level Sections

- Alabama – Intellectual Property
- Alaska – Native American Law
- Arizona
 - Intellectual Property
 - Public Finance
- Arkansas – Public Finance
- California – Water Law
- Colorado – Public Finance
- Connecticut
 - Construction
 - Intellectual Property
- Delaware
 - Construction
 - Healthcare
 - Litigation: White-Collar Crime & Government Investigations
- Florida – Labor & Employment: Mainly Plaintiffs
- Georgia – Public Finance
- Indiana
 - Construction
 - Healthcare

- Public Finance
- Antitrust
- Insurance
- Iowa – Energy & Natural Resources
- Kentucky – Energy & Natural Resources
- Maine
 - Construction
 - Healthcare
 - Intellectual Property
- Maryland – Public Finance
- Michigan
 - Construction
 - Healthcare
 - Energy & Natural Resources
 - Insurance
- Minnesota
 - Healthcare
 - Public Finance
 - Energy & Natural Resources
- Mississippi – Public Finance
- Missouri
 - Construction
 - Public Finance
 - Employee Benefits & Executive Compensation
- Nevada
 - Healthcare
 - Intellectual Property
 - Litigation: White-Collar Crime & Government Investigations
- New Jersey – Public Finance
- North Carolina – Insurance
- Ohio – Public Finance
- Oklahoma – Insurance
- Oregon
 - Construction
 - Healthcare
 - Litigation: White-Collar Crime & Government Investigations
- South Carolina
 - Construction
 - Intellectual Property
 - Litigation: White-Collar Crime & Government Investigations
- Tennessee
 - Insurance
 - Public Finance
- Utah
 - Construction
 - Healthcare
 - Public Finance
 - Litigation: White-Collar Crime & Government Investigations

- Virginia
 - Healthcare
 - Insurance
- Washington
 - Insurance
 - Public Finance
- Wisconsin
 - Construction
 - Healthcare
 - Litigation: White-Collar Crime & Government Investigations
 - Public Finance

USA – Nationwide

- Energy: PHMSA Specialists
- Energy: Electricity (Finance)
- Higher Education
- Impact Investing
- Psychedelics Law
- Artificial Intelligence
- Corporate Governance
- Intellectual Property: Patent Trial and Appeal Board
- Intellectual Property: Trade Secrets
- Space Law

If you are feeling overwhelmed with strategy or need assistance with submissions, we can help you navigate your Chambers era. Reach out to Mary Smith at mbsmith@jaffepr.com or Eyvan O'Keefe at eokeefe@jaffepr.com for help with any Chambers USA needs or questions.