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Chambers: Here's What to Do After You Submit

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So you've completed your Chambers submission. You've interviewed the attorneys, concisely explained the matters and their importance, recommended attorneys who should be ranked, made compelling points that will distinguish your law firm, and hit "Submit." It's time to sit back, relax and enjoy the moment – because that is all you have – a moment – before the next phase of Chambers begins.

Firm Interviews

Once Chambers receives your firm's submission, it begins setting up firm interviews, provided the submission is completed by the deadline. If the deadline is not met, Chambers will not guarantee the firm will be interviewed. While this does not preclude the firm from being ranked, an interview gives the firm another chance to tell its story.

Once Chambers contacts the firm, what should you do?

1. **Know your researcher:** Visit the Chambers website, and get to know who will be conducting the research for your practice area.
2. **Prepare for the interview:** Before meeting with the researcher, reread the submission. If you are not clear on all of the matters, talk to the other attorneys. Make sure you can talk about what sets your firm apart.
3. **Be engaging:** Put yourself in the researchers' shoes. What is going to help them better understand what sets the firm apart? Be engaging during the interview; tell the story of why your law firm is great and what was stellar about this year.

Client Referees

Most firms understand the importance of client feedback in the Chambers research process. Client referees have a significant impact on a Chambers legal ranking. There has been a firm or two that has sent a bare-bones submission and still succeeded in ranking highly, thanks to having outstanding referees. (Disclaimer: Such results are not typical.)

How do you make sure your referees enhance your Chambers submission?

1. **Buy-in**: Before submitting the referee to Chambers, ask for their permission to include them in the submission. It is imperative that a referee is willing to make the time to

speak with Chambers. It is better to have someone at a lower level who will take the time to meet with the researcher and can speak to your work than a GC who is too busy.

2. **Reminders:** Once the research schedule is posted, send a follow-up email reminding your referees to be on the lookout for the email or phone call. You do not want them to mistakenly think the email is spam.
3. **Preparation**: Prepare the referees for what Chambers might ask.
4. **Appreciation**: Send a note thanking them for their support in the process.

What's Next?

A Chambers submission is a powerful document. It contains a wealth of information that can be repurposed for a multitude of uses. Within this submission is information that can help the firm position and cross-sell its services. "The Silver Lining of Writing Chambers Submissions" provides additional information on repurposing your submission.

Remember: Enjoy the relative calm that follows the completion of the submission forms, but don't forget to take the important next steps to ensure you provide Chambers with all that's needed to judge your firm favorably. And if you need help with Chambers (or any other nomination), contact rankings@jaffepr.com.