



2022/23 RESEARCH WEBINAR

Presented by Kelsy Li, Editor

**YOUR RESEARCH
QUESTIONS ANSWERED**



Before we start...

- Full screen mode is at bottom right
- Please feel free to submit questions anytime, I will be answering them at the end of the presentation
- Don't have to take notes – the slides are available for you to download and a recording of the webinar will also be uploaded
- [Research Guidelines](#) available online
- Please feel free to provide feedback and rate the webinar
- Enjoy!



Webinar outline



Introduction to *asialaw*



2022/23 Research guidelines – submission process



Leading Lawyers



Research timeline



asialaw Awards 2022/23



Q&A session



Introduction to asialaw

- **asialaw** produces comprehensive news, information and rankings analysis of leading regional and domestic law firms in Asia.
- We provide up-to-date information and analysis of law firms in 23 jurisdictions, covering up to 14 sectors and 14 practice areas.
(Please visit our [website](#) and see what industry sectors/practice areas we cover in each jurisdiction)
- We also publish awards shortlists and winners recognising the best firms in Asia, and highlights the best firms and lawyers delivering client service excellence in the region.
(Please visit our [website](#) for awards categories)



Our research team

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Key facts about asialaw annual guides

- Published online in October each year – this year will be the 27th annual edition
- Provides editorial analysis of 14 sectors and 14 practice areas in 23 jurisdictions in the region
- Reports on the most important matters, transactions and disputes in the region and provides a succinct and authoritative guide to the leading law firms and some of their key individuals.
- The only guide that focuses exclusively on regional and domestic law firms and lawyers in the region.
- Short, targeted questionnaires allow firms to give us information about their work highlights.
- Analysing information along with extensive interviews with practitioners and clients.
- Produce ratings of leading law firms and leading lawyers.
- Our market leading editorial contains extensive analysis of the key players and deals, as well as quotes from leading clients.



NEW FOR 2022

Euromoney Accreditation Portal

asialaw and Euromoney (the business' parent company) have developed a new submission portal (Euromoney Accreditation Portal).

Benefits for participants:

- Ability to create an account
- All submission data stored within firm accounts
- Detailed submission alerts
- Ability to submit referees on Excel
- Single portal for all Euromoney legal brands (*asialaw*, *Benchmark Litigation*, *IP Stars*, *LMG Life Sciences*, and *World Tax*)



Submission guidelines: new portal

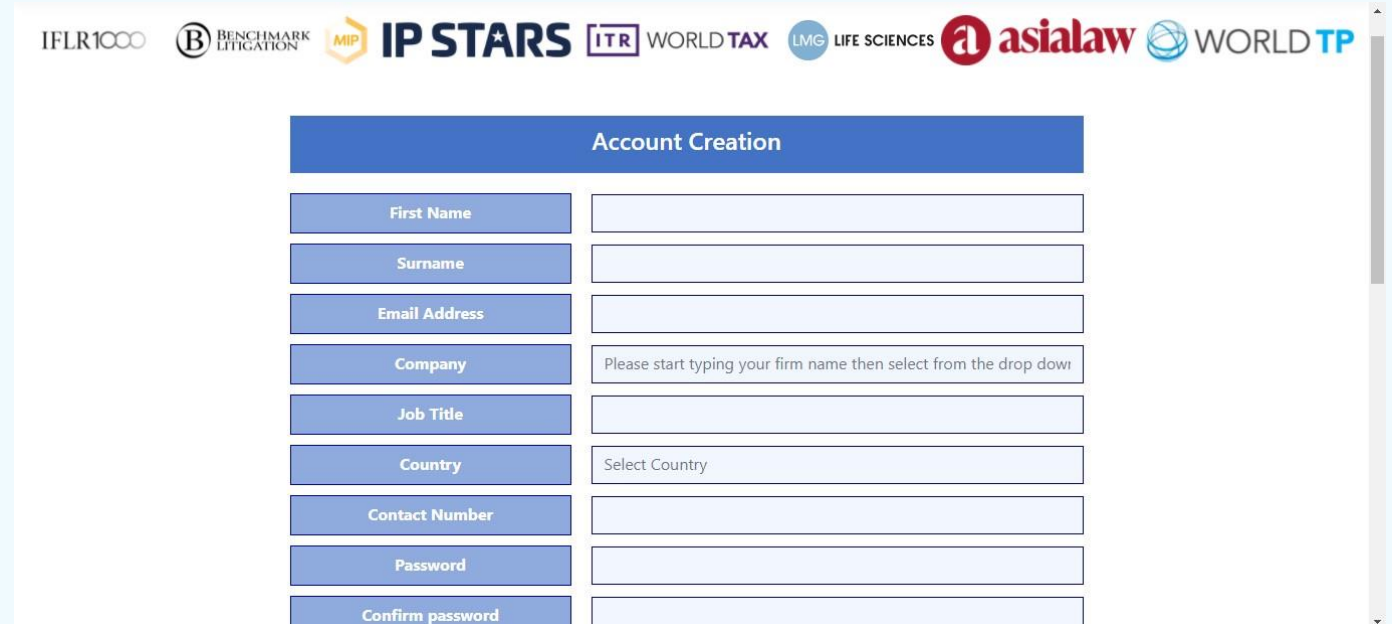


To create an account, simply go to our [website](#) and click the '**Submit**' button on the right-hand side of the menu bar (next to 'News & Features')



Submission guidelines: new portal

- You will be directed to our [new accreditation portal](#), please create an account here then you can start uploading your submission.
- Having trouble creating an account? No worries - email accreditation@euromoneyplc.com



Account Creation	
First Name	<input type="text"/>
Surname	<input type="text"/>
Email Address	<input type="text"/>
Company	Please start typing your firm name then select from the drop down
Job Title	<input type="text"/>
Country	Select Country
Contact Number	<input type="text"/>
Password	<input type="password"/>
Confirm password	<input type="password"/>



Submission guidelines: new portal

A few things to note when registering:

- Please **select your firm name/country from the dropdown box** and submit rather than typing the name in and submitting. Please be advised that it can take 15 seconds for the firm name to appear in the dropdown so let it load for a couple seconds.
- If you don't see your firm in the dropdown box, please contact accreditation@euromoneyplc.com and request to add a firm.



The screenshot shows a registration form with the following fields: Company, Job Title, Country, Contact Number, and Password. The 'Company' dropdown menu is open, displaying a list of law firms. The firm 'Adeniji Kazeem & Co' is highlighted in blue. A yellow box highlights the dropdown menu, and a yellow arrow points to it with the text 'Select firm here'. To the right of the dropdown menu, a text box contains the message: 'Your company is not available? Wait 15 seconds for the name to appear on the drop down after starting to type, if not there then request adding your company here'.

Company	Job Title	Country	Contact Number	Password
<div><div>Az</div><div>ABAK-Az Crowe</div><div>Abdul Razzaq Abdullah & Partners</div><div>Abdulaziz Al-Assaf Law Firm</div><div>Abdulaziz Al-Bosaily Law Office</div><div>Abu-Ghazaleh Intellectual Property (AGIP)</div><div>Adeniji Kazeem & Co</div><div>Ahmed & Qazi</div><div>Akhmedov Azizov & Abdulhamidov</div></div>				



Submission guidelines: How to submit

To take part in our research simply:

1. Download our [Research form](#) and [Client Referees form](#)
2. Complete the form(s)
3. Upload them to our [Euromoney Accreditation Portal](#)

The submission deadline is 8th April 2022.

Late submission of client referees will not be accepted regardless of any reason.



Submission guidelines: Research form

- Do not use a research form from previous years as there are adjustments in the research form each year. You have to download the latest form.
- Do not delete any question or section in our research form. Leave it blank if you do not wish to provide any specific information.
- All information should be written in English only.
- Please make sure all your research forms are fully completed and are the correct versions. We cannot guarantee any corrections or amendments to what you first submitted will be implemented.



Submission guidelines: Work highlights

- Examples of the firm's key work in the last 12 months prior to the submission.
- Please mark confidential information in **RED** and indicate clearly if the case is wholly or partially confidential.
- Provide up to 20 case highlights per practice area, listing in order of importance or significance, which means we will consider work highlight number 1 as the most important case or deal done by your practice.
- Provide a clear explanation of the firm's roles on the deals and why the deals and cases were complex, innovative or significant.
- Please nominate a maximum of three cases to be considered for the annual award. All the submitted firms will be considered for the *asialaw* awards 2022/23.
- Keep the content concise and to the point. You may **bold** some sentences indicating importance but please do not use CAPITALISE letters.
- If you are unclear about the practice area and industry sector categories, please refer to our [PRACTICE AREA AND SECTOR DEFINITIONS](#).
- Only include work that is relevant to our research on the form (see our [Ranking categories](#) section).
- In smaller jurisdictions, **General business law** covers all sectors and practice areas.



Submission guidelines: Client referees

- There is no limit on the number of client referees you can submit.
- All client referees that are submitted will be contacted.
- All client information provided will be treated as confidential.
- Please provide client information in English.
- Make sure to enter a valid email address. If you are not going to provide any email addresses, do not submit.
- **We do not accept late submissions for client referees.**
- **This year, we will be sending out client feedback survey around end of April.**



Submission guidelines: Methodology

Work evidence

- Work evidence is the decisive factor we use to determine a firm's ranking. For a firm to be ranked, it must have a strong track record of advising on matters relevant to our ranking categories. The same applies to the ratings of individuals; lawyers must have been working on significant deals and cases in some capacity to be rated.

Client feedback

- Client feedback is used in support of work evidence when determining a firm's ranking or lawyer's rating. What this means is good feedback alone will not ensure a firm or lawyer is ranked or rated – a firm or individual must be experienced in advising on significant transactional work.

Peer feedback

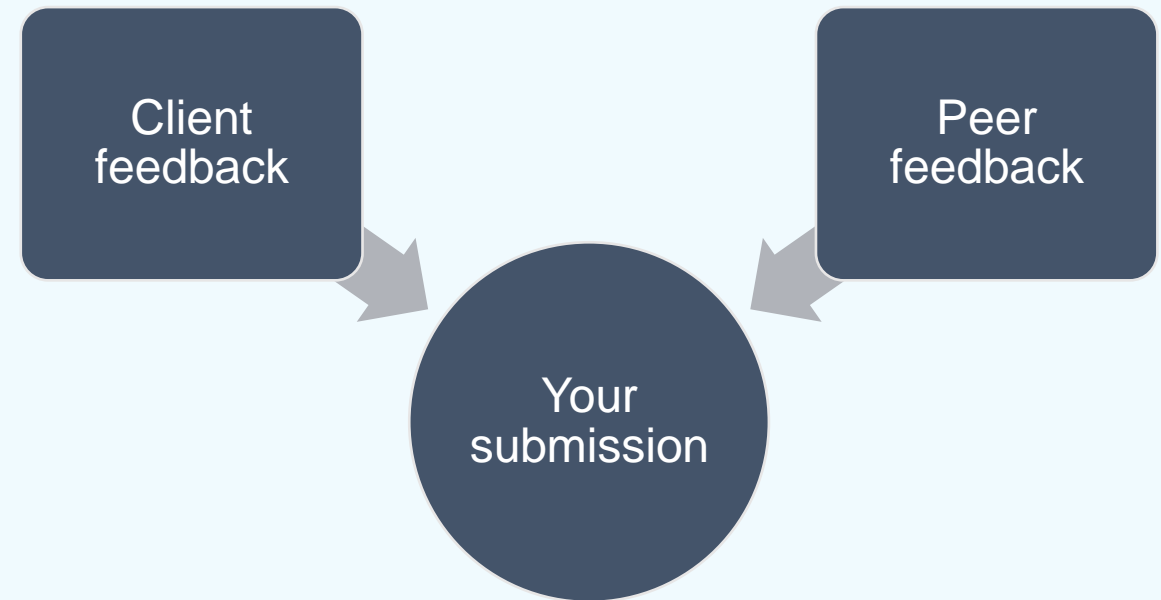
- We conduct a significant number of interviews with practitioners, where we ask for feedback on firms and discuss trends. By discussing market trends we are able to gain a better understanding of what the most significant deals and cases in the market have been recently, which helps us assess work submitted to us.

We are a qualitative survey, so while we take deal and case values and volume into account the rankings are not determined solely by these factors.



Submission guidelines: Methodology

- Client and peer feedback is used **in support of work evidence** when determining a firm's ranking or lawyer's rating.
- What this means is good feedback alone will not ensure a firm or lawyer is ranked or rated – a firm or individual must be experienced in advising on significant and complex matters.



Leading lawyer: Lawyer Survey

- During each research cycle, we conduct an online **Lawyer Survey** of lawyers to get their thoughts and feedback on the firms and lawyers in their markets. All partners and senior lawyers active in work relevant research to our ranking categories are invited to participate.
- Our Lawyer Survey is a quick and easy way for lawyers to tell us about their practice and promote their credentials. It is a key factor in helping us determine our *Leading Lawyers* list of ranked lawyers.
- **While the research form focuses on the law firm itself, the lawyer survey focuses on the lawyers' expertise and performance.**
- Do not confuse it with the research form – they are two different surveys and they collect different information. Unlike the research form that can be filled out by BDs, we encourage partners to complete the Lawyer Survey themselves.
- All lawyers active in the relevant research categories are invited to take part.



Leading lawyer: Categories

Senior statesman

Senior figures with strong track records who are still influential in the market.

Elite practitioner

True leaders of their field, these lawyers have an outstanding track record and are recognised as the standout performers in their country or practice area.

Distinguished practitioner

Lawyers who are highly regarded by their peers and possess a strong record and positive client feedback. These are lawyers that lead deals/cases.

Rising star

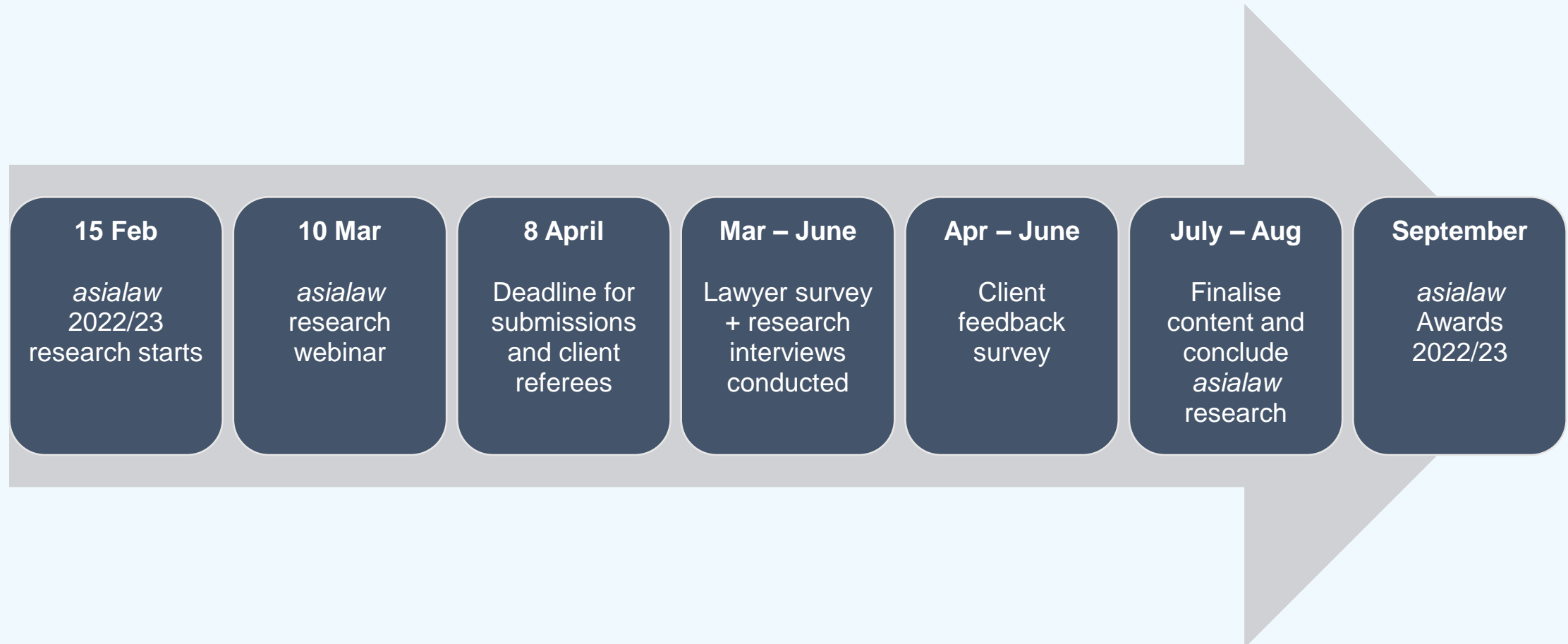
'Ones-to-watch' lawyers who are building their reputations in the market and have the potential to become one of the leading lawyers in near future. These are lawyers that assisted on deals/cases.

Notable practitioner

Proven to be active in the market with positive feedback from peers and clients.



2022/23 Research timetable



asialaw Awards 2022/23

The awards decisions will be based on the submissions and research for *asialaw* 2022/23 edition.

There is no need to submit another form for awards entries.

Firms participate in the *asialaw* annual research process will be automatically considered for the awards.

Innovation

- Did the advice the firm gave show something more than the straightforward answer that is commonly used?

Complexity

- Did the matter address legal issues that were out of the ordinary and what ingenuity did the firm show to solve them?

Impact

- What impact did the advice have on the client?
- For example, did it help them take over their biggest rival? Issue equity and debt in a particular market for the first time?
- Did the firm win an unprecedented judgement in court?



How to improve your ranking?

Ultimately there are no guarantees but here's what you can do to maximize your impression:

Put thought into the research form:

- Include work highlights that best reflect the firm's capability in the past 12 months.
- Keep it simple but thorough, include notes like '*one of the largest deals*', '*first-ever deal*', '*this landmark case...*' to make the case stand out from the rest.
- Be aware of due dates and **START EARLY!**
- Target client and strategize interview subjects.

Consider reflecting the firm's strongest key players over the last 12 months, it's always better to schedule seasoned and established partners for the interview!



Frequently asked questions answered below

How does asialaw differ from Chambers or other competitors?

asialaw is the only guide that focuses exclusively on regional and domestic law firms and lawyers in the region. We aim to cover only firms and lawyers in the domestic arena, excluding the international players. At the moment, we are also the only guide that includes practice areas and industry sectors ranking tables.

If we participate, are we guaranteed to get ranked and/or have commentary?

All firms who submit and can prove they are doing notable work in the relevant practice areas will receive some form of editorial coverage, however we do not guarantee rankings or lawyer ratings.

How are things weighed? How much do i.e. clients referrals matter as opposed to the research form and peer feedback (interviews)?

As I mentioned earlier, your submission form, peer feedback and client feedback are ALL important factors when we are assessing your firm. It would be difficult for researchers to assess if you neglect any of the factors – please try your best to provide us as much information as possible.

When/how do you contact client referees?

- We contact all client referees provided to us via email and invite them to take part in an online client survey. The survey asks clients about the firms they use, why they use them, what they use them for and how long they have been using them. The information provided by clients is confidential though we do publish non-attributed client quotes in the guide.
- This year, we will contact client referees around the end of April.

We're a small boutique firm – what chance do we stand against the big brand name firms in your ratings?

While small boutique firms are usually ranked in the 'other notable' tiers in our guide (with all the big names dominating the ranking tables), these specialist firms in the market still stand a very good chance of being shortlisted/winning an award because in most cases, they etch themselves a formidable niche in the market. When it comes to a particular practice, a specialist firm can definitely compete against the corporate firms.

Is asialaw 'pay-to-play'? If I don't support the project financially do I still get rated?

asialaw is absolutely not 'pay-to-play'. Firms cannot pay to appear in the guide, and can only be rated if the market deems them worthy of consideration.

Can I get an extension?

Please get in touch with your jurisdiction's researcher – I'm sure we will be able to come up with something. However, we absolutely do not accept late submissions for client referees.



Thank you for listening in.

Good luck!

We look forward to receiving your submission by **8th April, 2022.**



Q&A session



Please type your questions into a text box below the screen



We will prioritise questions that were not covered in the presentation and research guidelines



You can download documents and get links – research form, submission and client referees portal, research guidelines



Please provide feedback and rate the webinar at the end



Thanks for your time today!

