



# Who Dares Wins



GET WORK | SAVE COSTS | RESTRUCTURE

## 360 Legal Group Annual Conference and Awards Dinner

up to 9 hours CPD • 6 and 7 October 2011 • The Belfry, near Birmingham

## Annual Awards Nominations and Criteria

This year we have 6 categories for awards:

- Law Firm of the Year 2011
- 360 Legal Group Member of the Year 2011\*
- Local Law Firm of the Year 2011
- Management Team of the Year 2011
- Niche Law Firm of the Year 2011
- Most Innovative Marketing Idea 2011

\*The 360 Legal Group Member Award is not open for nominations and is awarded solely at the discretion of the consultants who work with our member firms.

Any law firm can apply for an award in any category. We only ask that you check the award criteria before doing so and that you will be available (if successful) to collect the award at our Gala Dinner at the Belfry on 6th October 2011. There is no limit on the number of awards a firm can apply for and there is no charge for entry.

Entries open on 28th July and close at 12noon on 28th September. Runners up and winners will be announced at the Gala Dinner at the Belfry on 6th October 2011.

**Good Luck!**

### Law Firm of the Year 2011

The judges will be looking for evidence of:

**Getting work**

**Saving costs**

**Restructuring**

...in a way that sets the firm apart from its competitors. Success in at least one of these areas will qualify a firm for consideration, provided that it can show real evidence of achievement.

**Entry:** 500-1,000 words. Please head your application with "Law Firm of the Year 2011" and your firm's name, plus contact details.

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### 360 Legal Group Member Firm of the Year 2011

The judges have invited entries from consultants working with member firms who have, in their opinion, "Dared to Win" this year. The winner will be the firm that has been brave enough to accept the challenges facing them and to take steps to win through the uncertainty of the current marketplace.

**Entry:** nominations by consultants only.



### Local Law Firm of the Year 2011

This is a new award this year to recognise the important role that law firms play in their local communities. The judges will be looking for evidence of:

**Legal expertise and service delivery designed to meet the needs of a local community.**

**Engagement with local community**

**Willingness and planning to face the challenges of the current marketplace**

**Entry:** 500-1,000 words. Please head your application with "Local Law Firm of the Year 2011" and your firm's name, plus contact details.

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## Management Team of the Year 2011

Last year the award was for Managing Partner. This year we want to recognise the teamwork that goes into running a law firm. The judges will be looking for evidence of:

### Strategic vision

### Working together to achieve success in one of Get Work, Save Costs, Restructure

### Staff development

It is unlikely that any team will score equally highly in each of the three areas, but the judges will expect some achievement across the board, as we believe that these are the hallmarks of an effective management team that is daring to face the challenges of today's marketplace.

**Entry:** 500-1,000 words.

Please head your application with "Management Team of the Year 2011" and your firm's name, plus contact details.

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## Niche Law Firm of the Year 2011

Again, a new award for this year, designed to showcase those firms that have decided to concentrate on doing what they are best at. It is also open to Specialist Teams, where teams can show that they are doing something genuinely different (in which case, if successful, the award will be "Specialist Team of the Year"). Judges will be looking for evidence of:

### Strategic vision

### Clear focus

### Success in one or more of Get Work, Save Costs, Restructure

We anticipate that firms (or teams) will want to show achievement in all of these areas. The judges reserve the right to award two awards if there are sufficiently high quality entries.

**Entry:** 500-1,000 words.

Please head your application with "Niche Law Firm/Specialist Team of the Year 2011" and your firm's name, plus contact details.

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## Most Innovative Marketing Idea 2011

Back by popular demand, following the success of Blakemore's Lawyers2U service last year, this award is open to any firm that believes in doing things differently. The judges will be looking for evidence of innovation and achievement - but if the results from your idea have yet to be realized, don't be shy! We still want to hear from you.

**Entry:** 500-1,000 words.

Please head your application with "Most Innovative Marketing Idea 2011" and your firm's name, plus contact details.

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## Advice to entrants

### Some formal points:

- 1 Part of the reason for holding these awards is to find and showcase examples of where firms and lawyers have responded to the challenges we face today. We will detail the success stories at the conference and reserve the right to also refer to them in any publicity after the event. If you wish any details to be kept confidential, we will respect that, but please make that clear in your entry.
- 2 Our panel of expert judges will take every care in coming to a decision but once made, will not explain their decision to any unsuccessful party.
- 3 360 Legal Group reserve the right to include or exclude an entry received after the closing date but before the judges review. It is up to entrants to ensure that entries are received.
- 4 Winners and runners up will be entitled to use the Award Logo in any marketing communications for the period of 1 year.
- 5 By submitting their entries, entrants agree to co operate with any publicity surrounding the award and consent to use of photographs, firm name and other relevant details in connection with the award.

All applications must be emailed to  
**[louise.gash@360legalgroup.co.uk](mailto:louise.gash@360legalgroup.co.uk)**  
to be received no later than 12 noon on 28th September 2011.

***We wish you the very best of luck and look forward to meeting you at the Gala Dinner at the Belfry on 6th October 2011.***



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