



## 2005 BEST PRACTICES AWARDS

### CATEGORIES - NOMINATION CRITERIA

Please use these statements as guides in writing your brief statement in support of the nomination. (limited to 1pg.)

#### ■ **BOTTOM LINE**

Will recognize firms that have instituted new policies or procedures to slash firm expenses. Looking to recognize particularly innovative cost cutting practices and/or practices that have resulted in dramatic savings. Looking for internal cost-cutting practices and not savings generated through outsourcing (see below).

#### ■ **CLIENT SERVICE**

Will recognize firms that have made a clear commitment to consistently providing high quality customer service. This could be exhibited in any number of ways. e.g., Client service could be improved through the use of technology or by training staff members to make sure that a client's experience when visiting the firm is appropriately professional and courteous.

#### ■ **COMMUNITY SERVICE**

Will recognize firms that have made a commitment to pro bono representation or other civic activities that have impacted the firm and its community. Supporting statements should illustrate how the particular activity has impacted the operation of the firm, whether on an interpersonal level among colleagues or by some other measure.

#### ■ **MARKETING CAMPAIGN**

##### PRINT, TV OR RADIO

Will recognize firms that have a well-defined strategy to differentiate themselves through print, TV or radio advertising. Firms should describe their campaign and provide clear illustrations of its impact in the marketplace. (Firms should also submit a sample of the advertising being discussed.)

#### ■ **OUTSOURCING**

Will recognize firms that have improved operations by outsourcing a particular function, such as IT support, benefits, etc. Firms should clearly illustrate the rationale behind the decision to outsource and its ultimate impact on the firm – savings, better time management, etc.

#### ■ **PROFESSIONAL DEVELOPMENT**

Will recognize firms that have made a demonstrable commitment to the professional development of their attorneys. For example, this could be exhibited by creating a formal training program or by providing other incentives to promote attorneys to develop new expertise or other business development skills.

#### ■ **WEB SITE**

Will recognize firms that have a well designed Web site that effectively serves a key audience, such as existing clients, potential clients or potential recruits. Firms should illustrate how an improvement to the Web site (redesign, improved functionality, etc.), has impacted the firm – e.g., generated leads for new business or helped attract lateral hires.

### NOMINATION FORM

Small Firm Business magazine is seeking nominations for its inaugural Best Practices Awards. Firms will be recognized for noteworthy ideas and innovations used to improve their operations.

**Honorees will be recognized in the January/February 2006 issue of Small Firm Business.**

### GUIDELINES

1. Firms may nominate themselves or be nominated by others.
2. Only firms with between 2 and 39 attorneys are eligible.
3. The nominee's new management idea should have been implemented after October 1, 2004.
4. Nominations must be supported by a completed nomination form along with a brief statement (no longer than 1 typewritten double-spaced page) detailing why the firm is deserving of recognition.
5. Nominations and any supporting material should be mailed to: Trevor Delaney, Small Firm Business/ALM, 105 Madison Ave., 7th Floor, New York, NY 10016, or sent by e-mail to [sfb@alm.com](mailto:sfb@alm.com).
6. **DEADLINE: EXTENDED TO FRIDAY, OCTOBER 28TH.**

#### CONTACT INFORMATION/NOMINEE

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

Practice area(s) \_\_\_\_\_

Contact person name/title \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail address \_\_\_\_\_

# of employees: \_\_\_\_\_ attorneys \_\_\_\_\_ staff and administrators

#### NOMINATED BY:

(leave blank if nominating self):

Name \_\_\_\_\_

Company name, address, zip \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail address \_\_\_\_\_

# of employees: \_\_\_\_\_ attorneys \_\_\_\_\_ staff and administrators