



Announcing the Seventh Annual
InnovAction

Awards

Recognizing Innovation in Action in Law Practices Around the World

The InnovAction Awards are part of a worldwide search for law firms, lawyers, and other deliverers of legal services engaged in extraordinary innovative efforts. Our is to create new precedents for the legal profession – to show just what can be created when passionate professionals, with big ideas and strong convictions, are determined to make a difference. Each year we present the coveted InnovAction Awards to those unsung heroes and rising stars from among our profession who dare to think differently and succeed by doing so.

ENTRY DEADLINE: June 1, 2012

Nominee:

FIRM NAME: _____

INITIATIVE: _____

TIME FRAME: _____

Step 1 Tell us the story.

Executive Summary*. Tell us what was done. This is where you grab our attention. (100-200 words only.)

Describe the specific challenge that was faced. What problem did this initiative solve?

Here's where you give us some key background information. Give us the quick facts about the situation so we can understand the context of the success. Then, once you've set the scene, tell us about the hard part. What obstacles were faced? Tell us why the stakes were high. (100-200 words only.)

Tell us exactly what this innovative initiative was.

Tell us about the innovation, idea, program, or initiative that was launched. (100- 200 words only.)

What were the results?

So what happened? What were the specific, measurable -- and we hope, inspiring -- results? Provide us with the actual data. (100-200 words only.)

Step 2 Provide any supportive documentation

All information submitted on an entry form must be original to the entrants and contain truthful and accurate information. We reserve the right to verify the entry documentation. Any entry that fails to meet these criteria will be disqualified.

Step 3 Fill in the contact information

Let us know how to get in touch with the person who completed this form.

NAME _____
TITLE _____
FIRM NAME _____
ADDRESS _____
CITY _____
DIRECT TELEPHONE _____
E-MAIL _____

If you are entering someone other than your own firm -- *good for you!* Complete the information below for the person inside that firm with whom we should communicate regarding this entry.

NAME _____
TITLE _____
FIRM NAME _____
ADDRESS _____
CITY _____
DIRECT TELEPHONE _____
E-MAIL _____

Step 4 Send it all to us

Mail or E-mail your entry directly to colpm@comcast.net and mail a check for your entry fee (\$199 U.S. per entry) made payable to The College of Law Practice Management to:

Karen Rosen Administrator
College of Law Practice Management
10272 Mica Way
Parker, CO 80134

phone: 720.271.7015
fax: 303.805.4358

colpm@comcast.net

All entries must be received by June 1, 2012. Please contact us if you would like to use a credit card to pay your entry fee. We use PayPal to process our credit card transactions. If you prefer to mail a check, it MUST be postmarked by June 1.

Unless you are submitting electronically, please submit six copies of your entry. Submissions can be made by hard copy, video, CD or on a thumb drive. You may also e-mail your entry in a PDF format to colpm@comcast.net.

Once your entry is received, you will get an email confirming that we have it. If you don't get that e-mail. . . we didn't receive it!

JUDGING

Entries will be reviewed and selections made by the **Award Selection Committee**. The InnovAction Award entries will be judged based on the following criteria:

- **Originality:** is this a novel idea or approach, or a new twist on an existing idea or approach?
- **Disruption:** does this entry change an important element of the legal services process for the better, and marketplace expectations along with it?
- **Value:** is the client and/or legal industry better off because of this entry, in terms of the affordability, ease, relevance or effect of legal services?
- **Effectiveness:** has this entry delivered real, demonstrable or measurable benefits, for the provider, its clients, or the marketplace generally?
- Action must have taken place within no more than three years prior to this entry.

Winners will be notified on or about July 15, 2012 – and the winners' names will also be posted on the www.innovactionaward.com web site.

HALL OF FAME

All InnovAction Award winners will be prominently featured in InnovAction Hall of Fame as part of www.innovactionaward.com, a celebration of the innovative accomplishments of lawyers and law firms around the world.

AWARD PRESENTATIONS

InnovAction Award winners will be encouraged to receive their InnovAction Awards in person at the Futures Conference held in conjunction with the College's Annual Meeting in Washington, DC on October 26 - 27, 2012, and will be invited to make a brief presentation concerning their innovations as part of the program that day.

ELIGIBILITY

Any individual lawyer, law firm, or entity providing legal services to clients anywhere in the world is eligible. More than one entry may be submitted for a single firm or practice so long as they are not duplicative.

Eligibility Period: The program or initiative must have been executed either in part or full between January 1, 2009, and December 31, 2011. The initiative can still be ongoing after your entry has been submitted.

Only entries submitted in accordance with these instructions will be considered. We reserve the right to disqualify, at any time, any and all entries that do not comply with these instructions. All entries and supportive documents are subject to verification. Once submitted, entries become the property of the College and will not be returned.

All entrants must be willing to be the subject of articles published in legal and business media, to be available for interviews, and to provide requested information in connection with verification of

entries to the College of Law Practice Management. Any entrant who fails to comply with the foregoing will be disqualified.

*All entrants acknowledge that the executive summary portion of the application may be compiled and posted on the InnovAction website prior to the judging and awarding of the InnovAction Awards. Trustees of the College of Law Practice Management and their represented firms are not eligible for the awards. Past InnovAction Award sponsors will not be eligible to submit applications for two years after being a sponsor.

QUESTIONS?

If you have any questions about the InnovAction Awards, please contact one of the following:

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colpm@comcast.net

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