

FOR IMMEDIATE RELEASE

Emmersons Excellence Acknowledged

Sunderland and Newcastle based Emmersons Solicitors have been shortlisted for the prestigious Law Society Excellence Awards in the Marketing and Business Development category.

“This is absolutely amazing” said Jacqueline Emmerson, “We are a two partner, 7 fee earner practice based in the North East and we have been shortlisted with some of the biggest, international brands in the legal profession. It’s like Gateshead Fell playing in the rugby world cup!”

The submission to the judging panel highlighted Emmersons’ campaign led by their prison law consultant and barrister Lorna Elliott on Facebook and twitter and through links with others to abolish the IPP sentence so it can be replaced with a sentencing policy and process that works.



Emmersons created a dedicated Facebook page to allow those who wish to express their views about IPP. Emmersons created a Twibbon and have contributed articles to Inside Time and on blogs and websites to highlight the problems that exist with IPP.

“ The shortlisting coincides with the expansion of Emmersons through the employment of Richard Twyford (commercial property) and Simon Jenkins (prison law and crime)” explains Michael Robinson, the manager of the Sunderland office “and confirms that our marketing and business development strategy developed over the last few years has been as successful as we could have hoped for.

Lorna has worked tirelessly on the IPP campaign and on prison law. The rest of my colleagues have applied their legal skills and business development training to their areas of legal expertise too. Despite the recession and the Government’s campaign against legal aid we have found growth in all areas of our work but especially in private client divorce, wills and Conveyancing.

We developed a strategy some years ago that embraces all forms of social media and we have ensured our website is optimised so we appear at the top of search engines. In relation to our website we are lucky to have the expertise of www.arttia.co.uk , another local North East company”.

NOTES FOR EDITORS

<http://services.lawsociety.org.uk/events/awards/excellence/shortlist-2011>

Excellence in Marketing & Business Development



Sponsored by Moneypenny

- Boyes Turner
- CMS Cameron McKenna LLP
- Collyer Bristow LLP
- Douglas Wemyss Solicitors LLP
- Emmersons Solicitors
- Eversheds LLP – Board Report
- Stephens Scown LLP – Foodfinder SW
- Stephens Scown LLP – Mission 20:20

IPP - <http://www.prisonersadvice.org.uk/info/IPP.htm>

Inside Time - http://www.insidetime.org/articleview.asp?a=890&c=ipp_update

IPP campaign Facebook - <http://www.facebook.com/pages/Emmersons-Solicitors-IPP-Campaign/167108843304010>

Twitter - @emmersonslaw

Emmersons blog - <http://emmersonssolicitors.blogspot.com>