ITR World Tax & Awards Research Methodology

This document provides you with an overview of the methodology we use for the ITR World Tax & Awards research process.

How to participate

There is no fee to participate in the research, to be ranked, or considered for an award, however submitting does not guarantee a tier ranking, an award shortlisting or win.

There are three steps to the submission process:

- Download the forms from the RESOURCES page on ITR World Tax
- Register your firm on our ONLINE PORTAL
- Upload the research form(s) and client information to the ONLINE PORTAL

PLEASE NOTE: We cannot accept client referee information or submission forms by email as it contravenes Legal Benchmarking Group's GDPR policy. All submissions must be made via the ONLINE PORTAL.

ITR Awards

- By submitting to ITR World Tax's annual research your submission, your firm will be given consideration in each of the award categories that you have provided details about that we are running in a given region and/or jurisdiction.
- For more information about which awards are available in a given jurisdiction, and for all information regarding the specialist and regional awards please download the **AWARDS SUMMARY** document for your region from our METHODOLOGY page on ITR World Tax.

Research Webinar

Each year we run two research webinars. The first, "Completing Your Submission", is run in November and the second, "Your Questions Answered" is run two months later in January. You can sign up to or access the recordings of these on the ITR World Tax page RESEARCH WEBINARS.

World Tax Head of Research, John Harrison, discusses key dates, new developments, best practices, and more for the current year's research cycle, and how to amplify your firm's submission and then firms will benefit from a live Q&A.

Research process

If you work for a tax practitioner that advises on matters covered by any of the categories below, you can participate in the research by completing a submission form.

- Customs
- Disputes & Litigation
- General corporate tax
- Indirect tax
- Private client
- Real estate tax
- Tax controversy
- Transactional tax
- Transfer pricing

YOU WILL BE CONSIDERED FOR ALL RELEVANT PRACTICE AREAS INCLUDED ON THAT FORM. PLEASE DO NOT UPLOAD THE SAME FORM IN MULTIPLE PRACTICE AREAS. IF EVERYTHING IS ONE FORM IT SHOULD BE SUBMITTED ONCE, FOR 'TAX'.

Additional practice area submissions are for additional submission forms only. This should be for firms that have different teams covering different practice areas. For example, firms may have a Tax team and a separate Transfer Pricing team. They should submit one Tax submission and one Transfer Pricing submission.

WHERE THERE ARE MULTIPLE SUBMISSIONS FOR THE SAME PRACTICE AREA, RESEARCHERS WILL ALWAYS TREAT THE MOST RECENT ONE AS THE CORRECT ONE AND DISREGARD THE OTHERS.

For example, if a firm uploads a Tax submission, but then wishes to make a change and resubmit it, the latest submission will be uploaded as Tax (1), Tax (2), etc. We will always treat the most recent submission as the correct one.

If you wish to submit more than 15 matters for consideration, then all additional submissions must be broken down by practice area. We do not accept multiple submissions for the same practice area.

Include up to 15 highlight deals per form. In the 2027 cycle, highlighted deals should be matters on which the firm has done substantial work since January 1, 2025, or which closed after that date.

United States Regional

- Tax submissions should be state based.
- We can accept 'United States' submissions where offices in multiple states were involved in work, but ideally you should submit the same form in each jurisdiction in which it is relevant (e.g. if your submission contains matters covered by partners in Chicago and LA then it should be submitted for California and Illinois). This helps the researchers avoid missing any relevant matters.

Brazil Regional

- Most firms should submit for the 'Brazil' category in 'Latin America and the Caribbean'.
- Brazil regional submissions are for matters that are covered primarily or exclusively by partners and/or practitioners working in the state.
- Firms can submit for 'Brazil' and for as many states as they choose, but the state submissions should only contain matters exclusively or most completed in that state.

Client survey

You can submit as many client contacts as you wish. We will contact all those individuals provided to us by email initially. They are invited to complete an online feedback survey. The survey is in English but can be completed in any language. Your research contact will be informed prior to ITR contacting your referees.

This is a critical pillar in the process and is a strong way to affect your ranking. As such, we encourage those submitting to inform and engage with your client referees before including them in submissions, to ensure they are both willing and able to provide the kind of effective feedback we are looking for in the research.

All provided referees will be contacted by e-mail to ask for feedback on companies' and individual practitioners' work. You will be informed prior to ITR contacting your referees. Feedback received from referees will be anonymised.

Practitioner survey

All senior tax and/or TP professionals encouraged to participate. Those who engage can highlight their own work, not only the matters submitted by the firm.

We also ask for recommendations for other firms and individuals they have worked with.

Ranking Criteria

The rankings and awards are produced using our three foundational pillars of research:

Client feedback	Practical evidence	Peer feedback
A highly important pillar, this information is sourced from those with direct practical experience of their markets; those who can give a first-hand review of the skills and abilities of those they worked with.	Gathered by our researchers from practices all over the world. We collect, collate and scrutinise the work of practitioners – both public and private – to gain a detailed understanding of their methods and capabilities.	Secured from the leading names in their respective fields, through surveys and direct interviews with partners, directors and managers, to get the market's perspective on the rankings.

Our research teams combine these three sources – along with independent research – to produce the finished **World Tax** guide and nominate the ITR Awards winners.

When you submit you should try and provide referees for all the individual practitioners you feel should be included in the guide. A practitioner working on significant matters who receives a reasonable amount of good client feedback is more likely to be included.

For any further questions please get in touch with World Tax Head of Research John Harrison.