

Specialist Accreditation Scheme

Marketing Your Accreditation

This Guide is for Specialists on how to promote their specialist accreditation.

For enquiries relating to the scheme, contact:
Specialist Accreditation Scheme
Singapore Academy of Law
Level 5M, 1 Supreme Court Lane
Singapore 178879
Tel: +65 6332 4388
Email: accreditation@sal.org.sg

Version Control Record

Version	Effective date	Changes	Author
1.00	01 January 2017		GC
2.00	11 December 2018	Paragraphs 4.4. and 4.5 amended to account for Shipping and Maritime specialist accreditation. Paragraph 5 on marketing collateral inserted.	GC
3.01	13 January 2020	Paragraph 4.7 inserted to introduce Chinese translation of the post-nominals for adoption by the specialists	GC
4.01	17 November 2021	Paragraphs 4.5 to 4.7: Added Data & Digital Economy specialist accreditation post-nominals	GC
5.01	4 April 2022	Paragraph 4.9 inserted to include usage of shortened post-nominals in event promotional materials	GC
6.01	5 December 2023	Paragraph 1.2 amended by inserting “or inhouse counsel” after “A legal practitioner”.	GC
		Paragraph 3.1 amended by inserting ellipses “...” after r 43(2)(g).	GC
		Paragraph 4.6 amended to include shortened post-nominals: AS (BC) SAS (BC) AS (MS) SAS (MS) AS (DDE) SAS (DDE) OR	GC
		Paragraph 4.8 amended by inserting “or events publicity” after “law firm’s website”.	GC
		Paragraph 4.9 amended by using the Senior Accredited Specialist example, inserting shortened post-nominal “SAS (MS)” after “John Doe” and deleting longer post-nominal “Acc. Spec. (Maritime & Shipping), SAL” on the next line after “Partner” in examples:	
		<p style="text-align: center;">XYZ Law Firm</p> <p>The Building #01-01 Street Road Singapore 000000</p> <p>John Doe SAS (MS) Partner Acc. Spec. (Maritime & Shipping), SAL</p>	

	<p>John Doe SAS (MS) Partner XYZ Law Firm #01-01 Street Road Singapore 000000 Main line: (65) 1234 5678 DID: (65) 8765 4321 Email: johndoe@xyz.com.sg Website: www.xyz.com.sg</p> <p>Mr John Doe is a Senior Accredited Specialist in Maritime and Shipping Law.</p>
	<p>Paragraphs 5.1 and 5.2 deleted. Paragraphs 5.1 and 5.2 previously read: On being accredited, each specialist will receive 15 complimentary copies of the Specialist Accreditation Scheme brochure for the purpose of marketing their accreditation.</p> <p>Additional copies may be purchased from the SAL at a price set by the SAL.</p>
	<p>Paragraph 5.3 amended by deleting “remaining complimentary copies of the brochure or other” between “return” and “related” and inserted “Specialist Accreditation Scheme” after “related”, and renumbered to Paragraph 5.1.</p>

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1. Definitions

- 1.1. *Singapore Academy of Law (SAL)*. The entity that administers the Specialist Accreditation Scheme (the “Scheme”).
- 1.2. *Specialist*. A legal practitioner or inhouse counsel who has been accredited as an Accredited Specialist or Senior Accredited Specialist by the Singapore Academy of Law (SAL).

2. Introduction

- 2.1 Specialist accreditation is a significant achievement and valuable asset to recognise and promote a specialist’s expertise in a specialisation, and thus enhance his or her reputation.
- 2.2 Specialist accreditation also allows a specialist to be identified by the users of legal services as possessing the requisite skills and knowledge in his or her chosen area of specialisation.
- 2.3 Specialists are encouraged to promote or market their specialist accreditation in a manner as prescribed in the proceeding paragraphs.

3. Statutory Obligations

- 3.1 Specialists must adhere to the obligations in the relevant legal profession legislation when publicising their practice including, but not limited to, the Legal Profession (Professional Conduct) Rules 2015 rr 43 and 44:

Responsibilities relating to publicity within Singapore

43. (1) When a legal practitioner publicises the legal practitioner's practice or the practice of a law practice of which the legal practitioner is a director, a partner or an employee, the legal practitioner must ensure that —

(a) any claim to expertise or specialisation can be justified;

...

- (2) For the purposes of paragraph (1)(a), the following factors may be taken into account in justifying any claim to expertise or specialisation:

(a) academic qualifications;

(b) experience;

(c) proportion of working time involved;

(d) level of success achieved;

(e) complexity of law and practice;

(f) significance of the matters involving the legal practitioner or the law practice of which the legal practitioner is a director, a partner or an employee;

(g) assessment by peers.

...

Misleading, deceptive, inaccurate or false, etc., publicity

44. (1) A legal practitioner must not publicise the legal practitioner's practice, or the practice of the law practice of which the legal practitioner is a director, a partner or an employee, in a manner which —

(a) is likely to diminish public confidence in the legal profession or to otherwise bring the legal profession into disrepute;

(b) may reasonably be regarded as being misleading, deceptive, inaccurate, false or unbefitting the dignity of the legal profession; or

(c) the Council may determine to be an undesirable manner of publicising the practice of a legal practitioner or law practice.

- (2) For the purpose of these Rules, publicity is misleading, deceptive, inaccurate or false if —

(a) it contains a material misrepresentation;

(b) it omits to state a material fact;

(c) it contains any information which cannot be verified; or

(d) it is likely to create an unjustified expectation about the results that can be achieved by the legal practitioner or the law practice of which the legal practitioner is a director, a partner or an employee.

4. General Rules

- 4.1. Because specialist accreditation is an individual attainment, such accreditation must be identified with the specialist only and not with his or her law firm.
- 4.2. As such, the specialist should not authorise, and his or her law firm should refrain from, using phrases such as: "We are an accredited specialist law firm" or a derivative of the same.
- 4.3. Specialists may promote or market their accreditation in connection with their legal practice only and not with any other undertaking or endeavour.
- 4.4. Specialists must be reaccredited to promote themselves as such and to use the specialist accreditation post-nominals.
- 4.5. Where possible, the following post-nominals should be used by specialists in their own communications:

Acc. Spec. (Building & Construction), Singapore Academy of Law
 Snr. Acc. Spec. (Building & Construction), Singapore Academy of Law
 Acc. Spec. (Data & Digital Economy), Singapore Academy of Law
 Acc. Spec. (Data & Digital Economy), Singapore Academy of Law
 Acc. Spec. (Maritime & Shipping), Singapore Academy of Law
 Snr. Acc. Spec. (Maritime & Shipping), Singapore Academy of Law

4.6. Where there is limited space, such as on business cards, the post-nominals may be shortened to:

AS (BC)
SAS (BC)

AS (MS)
SAS (MS)

AS (DDE)
SAS (DDE)

OR

Acc. Spec. (Building & Construction), SAL
 Snr. Acc. Spec. (Building & Construction), SAL
 Acc. Spec. (Data & Digital Economy), SAL
 Acc. Spec. (Data & Digital Economy), SAL
 Acc. Spec. (Maritime & Shipping), SAL
 Snr. Acc. Spec. (Maritime & Shipping), SAL

4.7. The official Chinese translations for the said post-nominals are as follows:

Acc. Spec. (Building & Construction), SAL	认证专家律师 (建筑法业务), 新加坡法律协会
Snr. Acc. Spec. (Building & Construction), SAL	资深认证专家律师 (建筑法业务), 新加坡法律协会
Acc. Spec. (Data & Digital Economy), SAL	认证专家律师 (数据和数字经济法业务), 新加坡法律协会
Snr. Acc. Spec. (Data & Digital Economy), SAL	资深认证专家律师 (数据和数字经济法业务), 新加坡法律协会
Acc. Spec. (Maritime & Shipping), SAL	认证专家律师 (海商法业务), 新加坡法律协会
Snr. Acc. Spec. (Maritime & Shipping), SAL	资深认证专家律师 (海商法业务), 新加坡法律协会

4.8. In communications such as biographies on a specialist's law firm's website or events publicity, the words "Accredited Specialist" or "Senior Accredited Specialist" should appear together and in title case, such that these should NOT appear as "an Accredited Building and Construction Law Specialist" or "an accredited specialist in building and construction law" but as "an Accredited Specialist in Building and Construction Law".

4.9. Specialists are also encouraged to request event organisers to include their shortened post-nominals in promotional materials such as flyers and brochures when they are engaged to be speakers or panellists. This will increase the visibility of their accreditation and the Scheme in general.

Business Card

XYZ Law Firm

The Building
#01-01 Street Road
Singapore 000000

John Doe SAS (MS)
Partner

Letterhead

XYZ Law Firm

The Building
#01-01 Street Road
Singapore 000000

John Doe SAS (MS)
Partner
Snr. Acc. Spec. (Maritime & Shipping),
Singapore Academy of Law

Email Signature

John Doe SAS (MS)
Partner
XYZ Law Firm
#01-01 Street Road
Singapore 000000
Main line: (65) 1234 5678 | DID: (65) 8765 4321
Email: johndoe@xyz.com.sg | Website: www.xyz.com.sg

Mr John Doe is a Senior Accredited Specialist in Maritime and Shipping Law.

Event promotional materials



John Doe SAS (MS)
Partner, XYZ Law Firm
Snr. Acc. Spec. (Maritime & Shipping), SAL

5. Marketing Collateral

- 5.1 If a specialist's accreditation is suspended, cancelled or revoked, he or she must return all related Specialist Accreditation Scheme complimentary marketing collateral in his or her possession to the

SAL. He or she should also refrain from utilising the said brochures or marketing collateral purchased by him or her.