

The Importance of Solicitation Planning

In order to exit bankruptcy, companies must "solicit" and receive acceptance of a proposed plan of reorganization from certain classes of creditors. A successful solicitation involves careful consideration and project planning related to affected parties, class structures, distribution and processing logistics, materials preparation and packaging, and project timing. Administrative service providers, experienced with solicitation issues, will provide the insight, assistance, and project management necessary for a successful solicitation.



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Affected Parties

Compiling affected party lists for solicitation involves careful assembly of scheduled liabilities, filed claims, and interested party pleadings. As part of solicitation preparation project management, administrative professionals will review, analyze, and complete address information and provide updates for individual creditor records associated with specific lists. Once lists are complete, administrative professionals will supply claim segmentation reports to attorneys, advisors, and the debtor company. Segmentation reports will serve as the foundation for creditor classification and treatment drafted into the disclosure statement, plan of reorganization, and solicitation procedures motion. Experienced service providers will supply the resourcefulness, organization, technology, and manpower to assist with the execution of complete affected parties lists for solicitation effectiveness.

Solicitation Class Structures

Preparation of solicitation class structures from scheduled liabilities, filed claims, and filed pleadings involves the measured review and analysis of comprehensive reports for grouping of creditors into pre-solicitation objection, estimation, or approval into appropriate solicitation classes. Administrative service providers will supply reports and case precedent insight for creditor class claims objection and solicitation class structures. They will assist with claims objection reports, custom objection service of process and tracking, clustering of creditor responses, hearing materials preparation, and individual class creditor settlements for solicitation class preparation.

Distribution and Processing Logistics

Solicitation distribution and processing can become complicated by plans of reorganization which contain sub-plans and classes of creditors each scheduled to receive different materials via different methods and in turn return voting materials to the solicitation agent. As part of good project management, administrative services will utilize their solicitation expertise to plan and organize the distribution and processing logistics for each plans class of creditors for a well orchestrated process. They will incorporate issues which address: materials, production and distribution timing, third party assistance, receipt processing and electronic ballot encoding.

Materials Preparation and Packaging

Directly related to distribution and processing, as discussed above, are the actual solicitation materials which class creditors will receive. As part of great project management, administrative professionals will plan out methods and timing for reproduction and organization of individual creditor solicitation class packages. They may provide helpful solicitation case precedent which professionals may utilize in the preparation of ballots and creditor class materials packages. Finally, administrative professionals will assess and suggest methods and materials for distribution packaging, which accomplish the competing needs of expediency with cost efficiency.

Project Timing

Timing for solicitation planning is critical because the amount of materials and creditors involved can cause delays and complications at any point in the process, from preparation to execution to receipt processing. As part of a solid project plan, experienced administrative professionals can provide the insight and assistance necessary to establish separate timelines for each phase of a successful solicitation. Administrative professionals will carefully monitor each phase of the solicitation process and provide continuous feedback to apprise case professionals in changes of status and completion of tasks.

Summary

Administrative service professionals can provide meticulous attention to creditor class details, insightful case precedent and planning, and class distribution mechanics which attorneys, advisors and debtor companies can rely upon for a successful solicitation.

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