

Liaison Questions to Gauge Sponsorship Satisfaction

1. Do you feel you have the ear of the Board of Directors of the Association of Corporate Counsel New Jersey (ACCNJ), especially of your liaison from the Board? (if not, how can this improve or how would you like the communication with the Board to change?)
2. Do you have an open communication port with your Board liaison and is this line of communication open throughout the year?
3. Do you feel a part of the ACCNJ community? If not, how would you like to see that change?
4. Do you and your firm's colleagues add to the thought leadership of the ACC community in an effort to meet the membership to create relationships and potential business?
 - a. Do you or colleagues speak at presentations or programs?
 - b. Do you submit client alerts or articles to be posted on our website?
5. Do you take responsibility for the sponsorship with ACCNJ by participating and sharing ideas and possibilities and encouraging your colleagues to participate as well to get the most from your sponsorship, to meet potential clients, and enjoy our legal community?
 - a. Do you or colleagues attend CLE programs and events regularly so that you can have more opportunity to meet the general membership?
 - b. Do you or colleagues take advantage of our networking opportunities so that you can build relationships and make connections with in-house counsel, our board, and general membership?
 - c. Do you realize the value of the visibility ACCNJ provides, and use those opportunities as well as attending our functions to

your best advantage (for one example, do YOU advertise that you are a sponsor of the ACCNJ)?