



# ACC QUEBEC

## Chapter Grant Program

### 2020



Association des conseillers  
juridiques d'entreprise  
-Section du Québec



# Grant 1 – 2020 Mini-MBA



Association des conseillers  
juridiques d'entreprise  
-Section du Québec

# Event Presentation

## **Mini-MBA ACC Quebec-Blakes , 3<sup>rd</sup> edition – Creating a staple event for education and networking**

- Full day event that focuses on three pillars: Human Resources and Organization, Strategic business innovation and responsible leadership
- 6 hours of continuing legal education credit
- Networking lunch and cocktail
- Blakes will be our partner
- Event will be hosted in English and will be in collaboration with ACC Ontario (Ottawa and Toronto Chapters)
- Venue to be determine as ACC Quebec has outgrown Blakes' room capacity

## **Past editions – Testing the in-house market and creating a successful event**

- Free half a day event that focuses on three pillars: Human Resources and Organization, Strategic business innovation and responsible leadership.
- 4 hours of Continuing legal education credit
- Networking lunch and cocktail
- 100 registered participants for the 2 first editions with a no-show rate of less than 20% which is lower than for other complimentary event. A waiting line was created.
- Events were hosted at Blakes's office in Montreal which has a event room that can host up to 85 participants

# 2020 edition - expenses

## VENUE:

Blakes' biggest conference room holds up to 85 people – ACC Quebec and ACC Ontario wish to propose to Blakes to hold the conference at another venue to allow us to extend the registration to 150 participants – with the grant, ACC Quebec would pay for the location of the venue;

## STAR GUEST SPEAKER:

- ACC Quebec wishes to use part of this grant in order to invite a star guest speaker. We are currently preparing to approach Alex Dimitrief, former GC of General Electric and Harvard lecturer as our main speaker for the event and therefore, would have to pay for his travel arrangements from Boston.
- We will evaluate the possibility of charging a fee to the participants to make our costs for the event – with the grant, we would have the opportunity to keep the cost to a minimum because the Quebec market has been difficult and our members have mentioned having more and more difficulties receiving funds from their employer for training.

# Budget

## Cost

- Venue: \$5,000
- Food & Beverage: \$12,000
- Ad campaign: \$1,000
- Guest speakers: \$4,000
- Estimated total: \$22,000

## Revenu - based on 100 participants

- Ticket sale: \$5,000
- Grant: \$6,000
- Partner revenue: \$4,000
- Estimated revenue: \$ 15,000



# Grant 2- 2020 ACC Quebec Annual Meeting

**ACC** Association of  
Corporate Counsel  
— **QUÉBEC** —  
Association des conseillers  
juridiques d'entreprise  
-Section du Québec

# Event Presentation

## Event: 3rd edition of the ACC Québec Annual Meeting

- Over the past years, ACC Québec has distinguished its training offer from other providers' and professional association by offering programs that focus on soft-skills for in-house.
- On September 25th, ACC Québec invited its members and other in-house counsels to its second annual meeting that was held at the Club St-James in Montreal – we reached the same number of participants as the first year.
- The program offered seven hours of CLE hours on various soft-skills topics.
- One of the objectives with the annual meeting was to entice in-house lawyers to join the ACC as well as increasing our current members' loyalty. We believe that we meet this objective. For example, after the annual meeting, we recruited two new board members that attended the event.
- The grant from the ACC would help us recreating such an important event for our members at a competitive price as training offer targeted specifically on soft skills and career development is very low in Quebec . Furthermore, it would give in-house counsel an opportunity to better sell the idea of an ACC membership to their employers, as we have noticed that membership packaged with ACC membership subscription were popular amongst our targeted clientele. For example, members were benefiting from a discounted price for the event.
- To ensure that the event is a success, we offered the program at a very competitive price which did not allow us to become self-sufficient for another event of this kind.
- Finally, this event would allow us to continue our ongoing efforts to promote the ACC's core values of education and networking while emphasizing on the common professional and business interests of in-house counsel.

# Event Presentation





# Implementation Plan

- event date: October 5<sup>th</sup>, 2020
- Early 2020: confirm venue & Call for Programs & finalize Schedule and publish;
- Spring/Summer 2020: Publicity Campaign (ACC, other chapters, social medias, traditional medias, etc.)

# Day Activities

Date: October 5th, 2020

Venue: possibly Club St-James, Montreal

Participants: 150

Purpose: Continue to work toward establishing ACC Quebec's new annual meeting as THE event for inhouse counsels in Quebec with conferences on soft skills

Benefits: We believe that this event would be a great benefit for our members as there are no event like this one in Quebec

7,5h CLE Training

# Budget

- Venue (including food & cocktail): \$20,000
  - Ad campaign: \$1,000
  - Guest speakers: \$10,000
  - Estimated total: \$31,000
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- Estimated revenue based on 100 participants
  - Ticket sale: \$10,000
  - Sponsorship and sponsor booth: \$15,000
  - Grant: \$6,000
  - Estimated revenue: \$ 31,000



# Contact Person



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ACC Québec