

MAKING THE MOST OF YOUR ACCGP SPONSORSHIP

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Educational/CLE Events

- **Deadlines** for topics and speakers 45-60 days prior to event date
- **Topics** should be relevant to the type of session
 - i.e. a Contracts and Commercial Law CLE could be on Indemnification and Insurance Provisions, not Fair Labor Standards Act
- **For virtual events**, we will schedule on the ACCGP Zoom Platform as well as schedule a Zoom practice session a day or two in advance of your session.
- **For all events**, a raffle is encouraged to collect member contact information. Otherwise, ACC Global prohibits the distribution of contact information.
- **All events** must have an in-house panelist, which we can help find.
- **Rescheduling planned events is not feasible**
 - The calendars for the year are set in December.
 - Dates cannot be changed after the calendar is set.



Meet Your Counterparts/Social/Networking Events

- Be sure to **engage** at your sponsored event
 - You'll have the opportunity to **introduce your firm and the firm attendees** (provide these names to Denise and Chris). These are great networking opportunities for newer associates!
 - Find **creative ways** to engage the ACCGP membership (icebreakers, raffles, etc.)
- Our members notice if a social event has no sponsor presence
- Select venue as **early as possible** (but no later than 45 days before scheduled social event) and for MYCs, work with the MYC Committee.
- Social events at a **new or unique venue** are better attended.

General Best Practices

- Develop a **working relationship** with your Board liaison and practice area network contact
- ACCGP is committed to growing our **LinkedIn presence**
 - Like, share and engage the Chapter on social media
- In-house counsel clients who are not members are welcome to attend our events.
- The earlier we have the information, the better we can promote the event resulting in higher attendance
- **Be Creative, Engaged and Make the Most of Your Event!**
- **Contact us** in advance if you are not able to fully engage in an event
 - Please provide at least 45 days' notice if you wish to opt out of an event.
- Attend In-Person sponsor reception on **September 12, 2023 at 6pm**