



Introductory Guidelines for Board and Country Representatives

The purpose of this document is to provide guidance and best practice advice to help you understand the expectations of your role as an ACC Europe Country Representative (C Rep). It should be considered in conjunction with the Rules for Country Representatives.

For more detailed guidance and reference to current policies, please refer to the [On-boarding Resources](#) on the ACC Europe website (member log in required).

1. ACC EUROPE as part of ACC

ACC Europe is one of the largest Chapters of ACC. ACC is headquartered in Washington DC with a full-time staff of around 90 employees. ACC Europe has a registered office in Paris, France. All ACC Europe activity is conducted within the framework of ACC Europe's [Articles of Association](#) and [Internal Rules](#). You should already have received the [Country Representative Rules](#).

2. SUPPORT FROM YOUR ACC EUROPE ADMINISTRATORS

The ACC Europe Administrators are on hand to support you. The contacts are:

Genco Turkmen, Chapter Administrator: g.turkmen@accglobal.com
Nicole Cilia, Chapter Administrator: n.cilia@accglobal.com

The ACC Europe Board of Directors is also available to advise you on policies and procedures. Do feel free to contact any member of the Board at any time. Please refer to the ACC Europe website for current listings. Log in to the [website](#) with your membership to view contact details.

3. MEMBERSHIP

Country Reps currently receive information on membership numbers at each C Rep meeting. In addition, Antje Teegler, ACC Director of International Membership Initiatives provides quarterly reports which includes information about lapsed and new members.

3.1 Welcome to new members

ACC Europe Administration sends all new members a welcome email highlighting current activity and including the C Rep contact details. A personal email from a C Rep can also help new members feel welcome and provides a good opportunity for you to let them know about upcoming events in your country.

3.2 Personal message to lapsed members

Members who appear on the lapsed/about to lapse list will already have received several emails from ACC and also a final reminder from Chapter Administration. However, if you see someone known to you on the lapsed list please do reach out to them directly.

Membership Lists/Rosters: ACC Europe Administration can provide you with a membership roster for your country upon request.

Note membership lists are provided solely for the purpose to assist C Reps in effectively carrying out their duties as an C Rep for ACC Europe. **Membership data must never be shared with any third party!**



Amendment of member details: Any amendments to individual membership records must be done by the member logging in to www.acc.com or by notification to ACC Washington email: membership@acc.com. **ACC Europe Administrators cannot access or amend membership records.**

ACC Resources Webinars: Demos of the ACC online resources available to members and prospects are offered on a regular basis. Registration can be done online. Country Reps are encouraged to participate in one of these sessions from time to time.

For anyone wishing to learn more about membership, and in particular to help develop corporate membership, we can always arrange a tailored personal or group training session.

4. POTENTIAL MEMBERS – “PROSPECTS”

ACC Europe Administration oversees the prospects list. Country prospect lists can be provided to Country Reps at any time upon request. We rely heavily on Country Reps providing prospects names to us for building the list – and, consequently, our future membership. Prospects data must never be shared with third parties.

Current prospects receive invitations to some events in their country and to pan-European activity such as the Annual Conference. They also receive the ACC Europe Newsletter on an *ad hoc* basis.

ACC Europe Administration follows up, by email, with prospects who attend events, encouraging them to become members.

Free Trial ACC Membership: Any in-house counsel who is not currently a member can request a 30-day free trial membership via the [website](#).

ACC Europe marketing material: ACC Europe Administration has a standard powerpoint on the key benefits of membership as well as a supply of membership brochures. Let us know if you would like some to have “at the ready” or for an upcoming event. In addition, do remember the online [membership application form](#).

5. COUNTRY CLUSTERS

In January 2020 the ACC Europe Board of Directors agreed that the Country Reps should be sub-divided into groupings that would help facilitate best practice and inter-country initiatives with other Country Reps. The agreed Clusters are:

- Austria, Germany, Poland and Switzerland
- Belgium, Netherlands and Luxembourg
- Ireland and the UK
- Greece, Italy and Turkey
- France, Portugal and Spain

Further information on the rationale of the Country Clusters can be found [here](#).

6. ORGANISING A LOCAL EVENT

Staging an event in your city/country is one of the most effective means of reaching out to new members (prospects) while providing a valuable service and networking opportunity to existing members.

Events can take the form of an educational seminar or workshop, breakfast round-table discussion or be purely a social networking occasion. These events are usually organised in collaboration with a local host or sponsor and supported by Chapter Administration. Local logistics and management of the event on the day should be coordinated by the Country Rep with the local sponsor in conjunction with Chapter Administration.

6.1 Scheduling an event

Please avoid conflict with other activity already planned by checking the [events listing on the website](#) (this is regularly updated) and by checking with ACC Europe Administration. As a general rule, local country events should not be scheduled in the period immediately prior to, and following, the ACC Europe Annual conference (usually staged mid to end May). There may also be requests received from ACC HQ to avoid certain times.

We recommend a **minimum of 4 – 6 weeks'** notice so we can set up and promote your event and help ensure a good turnout on the day.

6.2 Programme content

Programme content and speakers should be agreed with the local sponsor. Note that we strongly recommend that the line-up of speakers includes an in-house counsel.

6.3 Event promotion

Once the date and programme content are agreed, ACC Europe Administration promotes the event directly by uploading all details to the website, issuing the invitations to members (and prospects), receiving online registrations, sending reminders (if required) and advising you of numbers and details of those signed up. ACC Europe Administration can also share the invitation link with you for personal circulation to in-house contacts.

Direct invitations will usually be issued to ACC Europe members/prospects only in the country where the event is taking place or to members in the relevant Country Cluster. However, all events are listed in the Monthly Calendar of Events that is issued on the first Tuesday of each month to all members. The Calendar includes all events for that month and the subsequent one. Therefore, the earlier dates and content is agreed the more mentions the event will get in the Calendar of Events.

In accordance with data regulations the host/sponsor will not be permitted access to the membership database but is welcome to invite their own in-house contacts to the event.

6.4 Promotion of ACC Europe

On the day of the event, be prepared to give a short introduction to ACC Europe. ACC Europe Administration can provide membership literature and a generic power-point presentation for you to adapt to suit your local audience. However, a few passionate words about what ACC Europe means to you personally, and how membership has enhanced your practice as an in-house lawyer, is much more engaging and effective!

6.5 Funding

In exceptional circumstances, if support from a local sponsor is deemed inappropriate, there is a small budget available to support the cost of hosting a local event for members and prospects. Costs must not be incurred without prior approval. Requests for such funding should be made in advance to Jasprit Sahnsi (ACC Board member and Country Rep Co-ordinator) and Mark Maurice-Jones (ACC Treasurer), copy Chapter Administration detailing what the funds will be used for. Any resulting claims for reimbursement should be made on the [ACC Europe Expenses claim form](#).

Any funding required for local programmes initiated by or led by ACC (either via ACC HQ in Washington or ACC Brussels office) would be provided by ACC.

7. SPONSORSHIP PROGRAMME

In addition to the sponsors for the annual conference, ACC Europe offers an annual Chapter Sponsorship Programme which *inter alia* offers sponsors visibility to the whole ACC Europe membership. Increasing revenue through sponsorship of events throughout the year has become an important objective so that ACC Europe is less reliant on the conference sponsorship revenue. The current sponsorship prospectus is available [here](#) and is also stored on High Q (see Item 14 below). Chapter Administration is happy to follow up any introductions or leads that you may have.

There are a number of law firms / organisations that have signed an annual sponsorship agreement and are known as “Chapter sponsors”. The sponsorship agreements run on a calendar year starting from 1 January. Regular sponsorship reports and updates are provided during the C Rep meetings. Where a Chapter sponsor is entitled to host a local event, you will receive an introductory email so that you can liaise on a mutually convenient date, as well as the subject matter for the event. Chapter Administration will provide the support for the event as detailed in 6) above. In some rare cases, the sponsor will wish to handle the registrations – Chapter Administration will sort out the details with the sponsor directly to ensure that both parties are GDPR compliant.

Local events

In 2020 the ACC Europe Board of Directors agreed that any organisation (be it a law firm or other service provider) wishing to host a one-off event for ACC Europe members of whatever nature should be charged a sponsorship fee to do so. The Board agreed that in certain circumstances there may be valid reasons for the fee to be reduced. Chapter Administration is available to follow up and finalise the price and agreements.

8. PARTNERSHIPS WITH OTHER ORGANISATIONS

C Reps are encouraged to collaborate with other local institutions (e.g. universities) outside of programmes. Such collaboration could be on offering discounts on courses to ACC Europe members. [A template letter](#) is available for adaptation as necessary. Chapter Administration can also provide [a template agreement](#) and is available to support the process and execution of any agreement.



9. PUBLICATIONS

QUARTERLY NEWSLETTER

ACC Europe publishes a quarterly newsletter. Country Reps are encouraged to submit ideas, news items or good quality photos of successful or innovative local events for inclusion in the newsletter.

ACC DOCKET

ACC Docket is produced centrally by ACC HQ and is available online for all members. The editorial team always welcome European content. Chapter Administrators can provide you with the contact details of the relevant staff members.

10. TRAVEL EXPENSE POLICY

In addition to a waiver of the annual conference fee, Country Reps may claim certain travel/accommodation expenses if required to attend ACC Europe meetings, provided they would otherwise have to bear such expenses personally.

Expense claim forms must be sent, together with copies of the receipts, to the ACC Europe accountant, copied to the Treasurer.

11. JOIN OUR REGULAR CONFERENCE CALLS

You will receive invitations to join Country Rep conference calls every couple of months. Usually scheduled for 16.00 or 17.00 hrs CET and last around an hour.

12. ACC EUROPE BOARD AND COUNTRY REPS MEETINGS

The ACC Europe Board meets quarterly, to include a meeting at the time of the Annual Conference. Country Reps are invited to meet with the Board at the Annual Conference and on one other occasion during the year, this is usually in January.

13. ANNUAL REPORTING BY COUNTRY REPS

Brief reports, summarising activity and plans for the future, must be submitted annually by Country Reps. Reports will be reviewed by the Board of Directors and a "Country Representative of the Year" selected. The deadline for submission of annual reports is mid-January. To ensure timely submission a template is shared with all C Reps in December.

14. REPOSITORY FOR BOARD AND C REPS

In 2020 ACC Europe signed an agreement with High Q (now part of Thomson Reuters) to provide a portal for ACC Europe for key documents, policies, minutes and agendas. This is in addition to the onboarding resources mentioned in 1) above. High Q platform serves as a one stop place where you can find all the information you need. Chapter Administration will provide you with a link to access this and you can set up your account.

15. ACC EUROPE WORKING GROUPS

Where required Working Groups are formed to oversee the development and initiation of certain ACC Europe activity. Currently our Working Groups are:

- Advocacy Working Group chaired by Maria Rocha Barros
- Diversity, Equity and Inclusion chaired by Kimberly Nuzum
- Pro Bono Working Group chaired by Maria Rocha Barros



16. CONTACTS AND RESPONSIBILITIES

You can find the full list of serving Board and Country Reps on the [ACC website](#). To find specific contact details you can log into the [member directory](#). The system allows you to look up to 25 members in any one day.

President: Eva Argiles Malonda, Spain – eva.argiles@applus.com

Vice-President: Dave Hart, UK – dave.hart@bt.com

Treasurer: Mark Maurice-Jones, UK - mark.maurice-jones@UK.nestle.com

Secretary: Jeremy Barton, UK – jeremy.barton@kpmg.co.uk

ACC Europe Accountant: Younès Boujjat- ybo@sofideec.fr (copy all correspondence to ACC Europe Treasurer, Mark Maurice-Jones)

Board Member and Country Representative Coordinator: Jasprit Sahnsi – jasprit.sahnsi@selecta.com

ACC Europe Board member responsible for sponsorship: Andreas Schoepperle – andreas.schoepperle@bearingpoint.com

ACC Europe Nominations Committee:

Veta Richardson, President and CEO

Ilse De Loof (Chair)

Eva Argiles

ACC Europe Administration:

Genco Turkmen: g.turkmen@accglobal.com

Nicole Cilia: n.cilia@accglobal.com

ACC HQ Support:

Robin Grossfeld, Senior Vice President, Global Initiatives – EMEA and APAC (based in London)

Reports to: Veta Richardson, President and CEO

Robin is responsible for developing, implementing and supporting strategies to expand ACC's visibility, brand and membership in the EMEA and APAC regions. This includes building membership outreach strategies, new relationships, expanding upon existing relationships and supporting global initiatives for membership growth and non-dues revenues. She looks to nurture broad networks of alliances with others to exchange knowledge and information; and continue to build international and local partnerships with organizations that are in alignment with ACC's core values and initiatives. She advises the CEO and ACC Board of Directors on issues relevant to the region.

Giuseppe Marletta ACC Managing Director, Europe (based in Brussels)

Giuseppe was appointed by ACC HQ in February 2019 to help membership growth in five key European jurisdictions: France, Germany, the Netherlands and Switzerland. C Reps are encouraged to assist Giuseppe with introductions to potential new corporate members and he would be happy to follow up in person or electronically as appropriate.



ACC Support (based at HQ in Washington DC):

Antje Teegler (Director of International Membership Initiatives) - Teegler@acc.com
Brendan McGowan (International membership specialist) – b.mcgowan@acc.com

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