

## **ACC Europe Country Representatives – Key Performance Indicators**

In early 2019, the ACC Europe Board of Directors agreed to introduce Key Performance Indicators (KPIs) for ACC Europe Country Representatives. These are introduced with the aim of aligning goals in the different countries as well as to provide C Reps with a clearer guidance on expected levels of activity.

The following KPI's were agreed for annual C Rep performance evaluation :

**1) Organization of a minimum of 3 events /year per country rep**

*This number includes all events whether they are meetings (seminars / roundtables) organized by a host firm/organisation, an ACC Europe Chapter sponsor and can include informal networking events*

**2) Minimum attendance of 50% country rep calls and meetings**

*Tracking attendance on the regular C Rep calls can be difficult. C Reps are therefore asked to send any apologies in advance of the call.*

**3) Participation in European initiatives**

*This would encompass ACC and ACC Europe activities and, for example, would include contributions to planning ACC Europe annual conference; activity on social media; contributions to ACC publications; supporting advocacy initiatives and supporting programmes initiated by ACC*

**4) Innovation initiatives**

**5) Increase in membership including identification of target members (preferably large law departments)**

*ACC Europe Board of Directors recognise that membership growth or decrease should be cautiously interpreted since loss or gain of a large law account may not necessarily be due to country rep activity or lack thereof.*

**A) Duration of appointment**

- As a general rule, appointments are a fixed two-year term which is renewable for one further two year term and in exceptional circumstances a C Rep can serve one additional year
- At the recommendation of the C Rep Coordinator and with the endorsement of the Board, a C Rep may be invited to serve longer than the anticipated 5 year term
- Appointments run from May to May (at the conclusion of the annual conference)
- For appointments made during the year due to e.g. someone changing roles, the successor would run from the time appointed to the next conference within a 24 month period
- Country reps are requested to be responsible for their succession planning.

**B) Board liaison per country**

The Board has agreed to appoint a Board member as a liaison with each country. Board liaison can provide some guidance to the C Reps regarding target members, potential sponsors, events etc. The network and experience of the board members

might be beneficial at local level and, where feasible, attendance of an ACC board member at events will be appreciated by members and sponsors.

Country Clusters and Board liaisons confirmed in September 2020:

- 1) Austria, Germany, Poland, Switzerland – Jasprit Sahnsi
- 2) Greece, Italy and Turkey –
- 3) France and Spain – Eva Argiles Malonda
- 4) Belgium, Netherlands, Luxembourg – Ilse De Loof
- 5) Ireland and UK – Jeremy Barton

*Agreed by the Board, January 2019*

*Reviewed by the Board, 25 September 2020*