



Guidelines for 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 (attached).

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 AND BOARD MEMBERS LIAISON

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

Mariska van der Veen, Chapter Administrator: m.vanderveen@accglobal.com

Genco Turkmen, Chapter Administrator: g.turkmen@accglobal.com

Nicole Cilia, Chapter Administrator: n.cilia@accglobal.com

Eleanor Mee, Chapter Administrator: e.mee@accglobal.com

The ACC C Reps – MCI alignment document describes the deliverables and responsibilities of MCI with respect to the support of C Reps.

The ACC Europe Board of Directors is also available to advise you on policies and procedures. Two Board Members have been assigned as C Reps Coordinators.

Elisa de Rocca-Serra, Board Member: Elisa.Rocca-Serra@cognizant.com

Yves Heijmans, Board Member: heijmy@cpchem.com

Do feel free to contact either of them at any time. For the names and contacts of the other Board Members please refer to the ACC Europe website for current listings. Log in to the [website](#) with your membership to view contact details.

A dedicated SharePoint platform has been established to serve as a centralized hub for sharing ideas, information, and collaborating on important documentation. SharePoint Access Link: [Country Representatives 2023-24 \[accglobal.sharepoint.com\]](#)

3. MEMBERSHIP

C Reps currently receive information on membership numbers on a bi-annual basis and/or upon request to the Chapter Administrator. 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: ACC Europe Administration can provide you with a membership list 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. C 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 C Reps at any time upon request. We rely heavily on C 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. C REPS COMMITTEES AND COUNTRY CLUSTERS

As part of the SHIFT 2025 strategy a number of countries have been identified as having a high potential of growth in terms of engagement and membership. The identified countries are UK, France, Germany, Switzerland, Netherlands (Tier 1 Countries). The other countries are identified as Tier 2 countries and have, depending on the size of their membership, either one (Poland, Austria, Denmark, Luxemburg, Portugal, Greece, Turkey) or two C Reps (Netherlands, Italy, Belgium, Spain). Tier 1 Countries will establish in the course of 2024 C Reps Committees formed of 4 C Reps (responsibilities of each to be defined by the country coordinator). For every country with more than one C Rep a country coordinator shall be designated by the Board.

The C Reps are sub-divided into groupings that would help facilitate best practice and inter- country initiatives with other C 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 C 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 the list of planned events for the year on the team site. 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 Elisa Rocca-Serra and Yves Heijmans (ACC Board member and Country Rep Co-ordinators) 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

An 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 not necessarily be charged a sponsorship fee to do so. There is however an expectation that a longer term collaboration at local level will be leveraged to evolve into a Chapter sponsorship.

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, C Reps may claim certain travel/accommodation expenses if required to attend ACC Europe meetings, provided they would otherwise have to bear such expenses personally. For C Reps in Tier 1 Countries only 2 C Reps will be able to benefit of the waiver of the annual conference fee and reimbursement of travel/expenses for attendance of meetings. The C Rep Committee coordinator will determine the C Reps benefiting of the waiver/reimbursement.

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 two months. Usually scheduled for 17.00 or 18.00 hrs CET and last around an hour.

12. ACC EUROPE BOARD AND C 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. KEY PERFORMANCE INDICATORS

The SHIFT 2025 strategy adopted by the ACC Europe Board aims at an increased participation in the Annual Conference and targeted grass-roots events; (ii) significantly improved active engagement online and in-person; (iii) appealing professional development opportunities and (iv) deliver a series of successful policy and advocacy interventions that campaign on behalf our members and our profession. C Reps are a key part of the success of implementation of the strategy. The Key Performance Indicators (KPIs) for ACC Europe Country Representatives aim of aligning goals in the different countries with the SHIFT 2025 strategy, 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 per year in Tier 2 countries and 5 events per year in Tier 1 countries**

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. Events to be aligned with annual list of hot topics (I9 Initiative).

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

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 (I11 and I12 initiatives); activity on social media; contributions to ACC publications; supporting advocacy initiatives and supporting programmes initiated by ACC (I13 and I14 initiatives).

4) **Timely submission** of the annual report of activities (prior to January 15) and the country business plan (prior to September 30).

5) **Increase in membership** including identification of target members (preferably large law departments) (I1 and I2 initiative; I3 initiative for Tier 1 countries)

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

15. **ACC EUROPE WORKING GROUPS**

Where required Working Groups are formed to oversee the development and initiation of certain ACC Europe activity. For the current list of working groups and contacts please refer to the ACC Europe website.



16. CONTACTS AND RESPONSIBILITIES

You can find the full list of serving Board and Country Reps on the [ACC website](#).

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: [\[tbd\]](#)

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

Board Member and Country Representative Coordinator: [Elisa Rocca-Serra - Elisa.Rocca-Serra@cognizant.com](#)
[Yves Heijmans - heijmy@cpchem.com](#)

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

ACC Europe Nominations Committee:

Veta Richardson, President and CEO

D. Hart

Eva Argiles

ACC Europe Administration:

Genco Turkmen: g.turkmen@accglobal.com

Nicole Cilia: n.cilia@accglobal.com

Eleanor Mee: e.mee@accglobal.com

ACC HQ Support:

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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