

Country Representatives KPIs, Roles and Responsibilities Review

*What resources do you need to effectively
carry out your role?*

Yves Heijmans & Elisa de Rocca-Serra

Country Representative KPI's

Organise Events



Tier 1 Countries
minimum of 5 per year
Tier 2 Countries
3 per year

This number includes all events, both educational and networking events and can be hosted with or without support from chapter sponsors or other law firms and vendors.

Attendance



Minimum
attendance of 50%
country rep calls
and meetings.

Participate in European initiatives



Encompassing ACC and
ACC Europe activities

Including contributions to:
Planning ACC Europe Annual
Conference), generating activity
on social media; contributing to
ACC publications, supporting
advocacy initiatives, and
supporting programmes
initiated by ACC.

Timely submissions



Annual report of
activities
(prior to January 15)

Country business plan
(prior to September 30)

Increase in membership



Identification of target
individual and corporate
members.

ACC Europe Board of Directors
recognises that membership
growth or decreases should be
cautiously interpreted since
loss or gain of a corporate
category member may not
necessarily be due to C Rep
activity or lack thereof.

Resources to Help you Effectively Meet KPIs

- The ACC Europe Administrators (KPIs #1- 5)
- SharePoint Resources
 - Country Representative Guidelines (KPIs #1- 5)
 - Annual Reports and Business Plans (KPI #4)
 - Membership Statistics (KPI #5)
 - Prospect Data (KPI #5)
 - Marketing Materials (KPI #5)

Resources to Help you Effectively Meet KPIs

The ACC Europe Administrators are on hand to support you.

- **Eleanor Mee**, Chapter Administrator: e.mee@accglobal.com
(main C Rep contact)
- **Nicole Cilia**, Chapter Administrator: n.cilia@accglobal.com
(organization events)
- **Mariska van der Veen**, Chapter Administrator: m.vanderveen@accglobal.com
(main ACC contact)
- **Genco Turkmen**, Chapter Administrator: g.turkmen@accglobal.com
(sponsorship)

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

SharePoint Resources

- Country Rep contact details
- Country Annual Reports
- Country Business plans
- Country Representative Guidelines
- Target list of GC's

SharePoint Resources

Membership Statistics in Your Country

- ACC Headquarters provides a monthly report via the *Chapter Week in Review* newsletter sharing country numbers.
- Additionally, Eleanor will provide you membership numbers and names on bi-annual basis.
- Prior to conference you can request list of members attending of your country.
- ACC Europe marketing material:
- ACC Europe Administration has a standard brochure on the key benefits of membership

Membership data must never be shared with any third party!

KPI #1: Country Rep Committees

As part of the SHIFT 2025 strategy a number of countries have been identified in Tiers.

Tier 1 Countries

***UK, France, Germany, Switzerland,
Netherlands***

Identified as having a high potential of growth in terms of engagement and membership. Tier one countries will establish C Reps Committees formed of 4 C Reps (responsibilities of each to be defined by the country coordinator).

Tier 2 Countries

One C Rep

Poland, Portugal, Greece, Turkey

Two C Reps

Netherlands, Italy, Belgium, Spain

One C Rep - Virtual Chapter Nordics

Norway, Sweden, Finland and Denmark

For every country with a C Rep Committee, a country coordinator shall be designated by the Board.

KPI #1: Scheduling/Organising an 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 for existing members.

Please avoid conflict with other activities already planned by checking the ACC Europe event listing on the website.

Organize events a minimum of 4 – 6 weeks in advance, to ensure timely set up and promotion of your event.

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.

KPI #1: 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 Coordinators) and Mark Maurice-Jones (ACC Treasurer),
- You must 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, which is available in Sharepoint.

KPI #1: Sponsorship Programme

- In addition to the sponsors for the Annual Conference, ACC Europe offers an annual Chapter Sponsorship Programme. If 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 determine the subject matter for the event.

KPI #1: 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 from the waiver of the annual conference fee and reimbursement of travel/expenses for attendance at meetings. The C Rep Committee coordinator will determine which C Reps benefit from the waiver/reimbursement.
- Expense claim forms must be sent, together with copies of the receipts, to the ACC Europe accountant, copied to the Treasurer.

KPI #2

Country Rep Conference Calls

- You will receive invitations to join Country Rep conference calls every two months. Calls are usually scheduled for 17.00 or 18.00 hrs CET.

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, typically in October.

KPI #4: Annual Reporting/Business Plan

- Brief reports, summarising activity and plans for the future, must be submitted annually in January by Country Reps.
- A country business plan must be submitted by September prior to the second meeting of the year.

Discussion Question:

What additional resources do you need to effectively carry out your role?

Thank you!