

Expert Briefings & Webinars: A Format by & for our Members

» General Information on the Format

With "Expert Briefings" (in-person events) and "Expert Webinars" (virtual events), AmCham Germany offers its members an exclusive and individual service: Events are jointly conceptualized, organized, implemented and evaluated. Expert events normally focus on a particular economic or finance topic with relevance for the transatlantic business community. The event format is primarily defined and shaped by the member company. AmCham Germany offers the hosting company a platform to position its representatives as experts on a relevant topic, thereby highlighting the company's expertise in a particular business field. **Please note that the organization of and participation in Expert Briefings & Webinars is restricted to AmCham Germany member companies.**

Events can be organized throughout Germany, either directly on the premises of the hosting company, at an external location such as a hotel or special event venue, or virtually. Hybrid solutions are possible as well. Expert Briefings and Webinars are usually held in English, alternatively in German. Typically, the content-driven part is followed by an opportunity to network.

Please note that AmCham Germany reserves the rights to make the final decision on the topic and timing of the Expert Briefing & Webinar.

» Reach Target Groups with AmCham Germany as your Partner

Our Expert Briefings and Expert Webinars offer your company an exclusive platform tailored to the needs of your organization. You will be given the opportunity to present your expertise on a topic to a selected audience, thereby positioning your company as an expert within our transatlantic network. Take full advantage of your AmCham Germany membership and reach attractive target groups with your Expert Briefing / Webinar.

» Our Services: Tailor-made Solutions for your Company

- Advice on topic selection, timing of the event, and speaker acquisition
- Design of an invitation and promotion of the event to a customizable AmCham Germany distribution list
- Optional: Management of registrations (**additional costs apply**)
- Optional: Scouting of facilities, organization of tech equipment & catering (**additional costs apply**)
- Promotion of the event in the AmCham Germany online event calendar
- Promotion of the event on Social Media & on AmCham Germany website
- Publication of an event report on AmCham Germany homepage and on Social Media channels after the event
- Individual Support by a professional event manager at AmCham Germany

You decide, which of the above tasks you would like to outsource to AmCham Germany.

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» Costs*

In person / Hybrid: We charge a service fee of **3,000 EUR plus VAT** for the services mentioned above. Costs associated with renting an external event location, technological equipment and catering, have to be covered by the hosting member company.

Digital: For online events, we charge a service fee of **EUR 1,000 plus VAT**. You are responsible for the technical implementation on a web platform of your choice.

*Depending on the pandemic situation, the format may be restricted to virtual Expert Webinars only. An event contract taking will need to be signed between AmCham Germany and the member company.

» Previous Expert Briefings and Webinars (excerpt)

- International Tax Highlights (**PwC**)
- E-Mobility (**ChargePoint Germany**)
- Pension Management (**Metzler Pension Management**)
- Implementation of EU Mandatory Disclosure Rules – A Compliance Burden for International Businesses (**KPMG**)
- Trans-Atlantic Cyber and Privacy Incidents: Preparation, Response and Investigation (**Debevoise & Plimpton**)
- U.S. Sanctions and Export Controls in Europe (**Deloitte Legal**)
- Creating Liquidity with the Company Fleet (**ARI FLEET**)
- Bridges and Walls: How can German Companies Send Employees to the U.S. in This Time of Travel and Visa Bans?" (**CMS Hasche Sigle**)
- Employee Mobility in Times of Corona? – Practical Guidelines on Employee Movements between the US, Germany, and within Europe (**KPMG**)
- Employee Wellbeing: How can German Companies Prepare for the Next Crisis? (**Willis Towers Watson**)
- International Data Transfers (**Orrick, Herrington & Sutcliffe**)
- The Impact of COVID-19 on Accounting According to US GAAP; US - German Tax Outlook 2021 (**Warth & Klein Grant Thornton**)
- The Future of Mobility (**Enterprise Holdings**)
- Developments and Practical Implications of Managing Global Supply Chains (**CMS Hasche Sigle**)
- Employer Branding (**Bird & Bird LLP and m/e brand communication**)
- Emerging Cybersecurity Controls and Risk Management for Auditors and Shareholders (**Itemis**)

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