

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
- 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.

* An event contract taking will need to be signed between AmCham Germany and the member company.

» Previous Expert Briefings and Webinars (excerpt)

- AI Legislation in the EU and US: Current Developments (**Covington & Burling LLP**)
- Compliance Trends (**Covington & Burling LLP**)
- Current Opportunities for Transatlantic Business: The Inflation Reduction Act & The EU Green Deal Industrial Plan (**Deloitte**)
- Cybersecurity Controls and Risk Management for Auditors and Shareholders (**Itemis**)
- Cybersecurity & Privacy Regulatory Compliance: The New EU-U.S. Data Privacy Framework (**Orrick, Herrington & Sutcliffe**)
- Developments and Practical Implications of Managing Global Supply Chains (**CMS Hasche Sigle**)
- Developments in Global Minimum Taxation Legislation: Pillar 2 versus Book-Minimum-Tax and GILTI – How German & U.S. Companies Should Act Now (**Grant Thornton**)
- E-Mobility (**ChargePoint Germany**)
- Employee Wellbeing: How can German Companies Prepare for the Next Crisis? (**Willis Towers Watson**)
- Employer Branding (**Bird & Bird LLP and m/e brand communication**)
- Embracing the Modern Governance Paradigm (**Diligent**)
- International Tax Highlights (**PwC**)
- Pension Management (**Metzler**)
- Russia Sanctions: Implications for the Transatlantic Business Community (**KPMG**)
- Sustainability Reporting Requirements in the EU (**KPMG**)
- Trans-Atlantic Cyber and Privacy Incidents: Preparation, Response and Investigation (**Debevoise & Plimpton**)
- U.S. Sanctions and Export Controls in Europe (**Deloitte**)

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Contact: Membership Engagement & Events Team
American Chamber of Commerce in Germany e.V.
E membership@amcham.de | T +49 69 929104-0 | www.amcham.de