

Expert Briefings & Webinars: An Expert Exchange

» Reach Target Audiences with AmCham Germany as Your Consultative Partner

With its offerings "Expert Briefings" (in-person event format) and "Expert Webinars" (virtual event format), AmCham Germany offers its members an exclusive and individualized service to promote expert exchange. In collaboration with AmCham Germany, members define and implement a topical event for a targeted and captive audience. These expert exchange events focus on a particular economic or financial topic as related to the transatlantic business community. Additionally, the hosting member utilizes this platform to highlight expertise in a specific area.

Events can be organized throughout Germany, either directly on the premises of the hosting member company, at an external location such as a hotel or special event venue, or virtually. Hybrid event formats are possible as well. Expert Briefings and Webinars are usually hosted in English, or alternatively in German.

This member benefit is exclusively available to Partner, Ambassador, or Patron members for an additional fee.

Given AmCham Germany's breadth of events throughout the year, AmCham Germany reserves the right to make the final decision on the topic and timing of the Expert Briefing and/or Webinar.

» Customized Event to Promote Expert Exchange and Increase Member Visibility

- Consultation on topic selection, timing of the event, and speaker options
- Invitation and event promotion support including a customizable AmCham Germany distribution list
- Optional: registration management
- Optional: Scouting of facilities, organization of tech equipment & catering (**additional costs apply**)
- Event promotion in the AmCham Germany online event calendar, via AmCham Germany's LinkedIn Account, and on the AmCham Germany website
- Publication of event recap report on AmCham Germany homepage and LinkedIn, shortly after the event. Member company produces event report with a minimum of 250 words.
- An annual Expert Briefings' recap is included in AmCham Germany's print publication, the *Annual Report*.

» Costs*

In-person / Hybrid: AmCham Germany charges a service fee of **3,500 EUR plus VAT** for an in-person / hybrid event format. If applicable, member pays for all additional costs associated with the rental of an external event location, technical equipment, and catering.

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Webinar: A webinar format has a service fee of **EUR 1,500 plus VAT**. Member is responsible for providing and managing the event webinar platform.

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

» Previous Expert Briefing and Webinar Topics included:

- Current Opportunities for Transatlantic Business: The Inflation Reduction Act & The EU Green Deal Industrial Plan (**Deloitte**)
- Cyber-Lessons Learned and New Threats (**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**)
- Employment Options and Business Travel to the United States (**Fragomen Global LLP**)
- 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**)
- Strategic Challenges in the Financial Sector (**Iron Mountain**)
- Trans-Atlantic Cyber and Privacy Incidents: Preparation, Response and Investigation (**Debevoise & Plimpton**)
- The Pearls and Perils of Leadership (**Management Centre Europe**)
- U.S. Cross-Border M&A (**Covington & Burling**)
- Pioneering Modern Governance and Navigating through Reporting Challenges (**Diligent Boardbooks**)

Contact: Solina Jean-Louis
Specialist, Membership Engagement & Development
E sjeanlouis@amcham.de | T +49 30 2130056-25 | www.amcham.de

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