RONAN MCGIVERN APRIL 17, 2024



REIMAGINE NOW

LEA GLOBAL EUROPEAN REGIONAL CONFERENCE

COUNTRY DESKS – PILOT PROGRAM



Country Desks Steering Committee



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Country Desks - Pilot Program

Where are we today?

- Formed Steering Committee to outline goals and framework
- Solicited participation from Germany, Italy and Ireland
- Sent out request for information to pilot participants
- Created Country Desk wireframe

Intent

What are we trying to achieve?

- Create a platform for member firms to promote their capabilities to the LEA community
- Increase visibility of member firms
- Facilitate connections between member firms
- Support members in their efforts to acquire and serve clients

Ask

What do we require of member firms to participate?

- Complete the submission template form (only 3 questions)
 - Provide 'Doing Business' guide (if available); standardized the information you can provide if you don't produce a guide
 - Provide links to thought leadership on your website
 - Provide key contacts at your firm
- Goal is to leverage your existing content and minimize effort to participate

Value

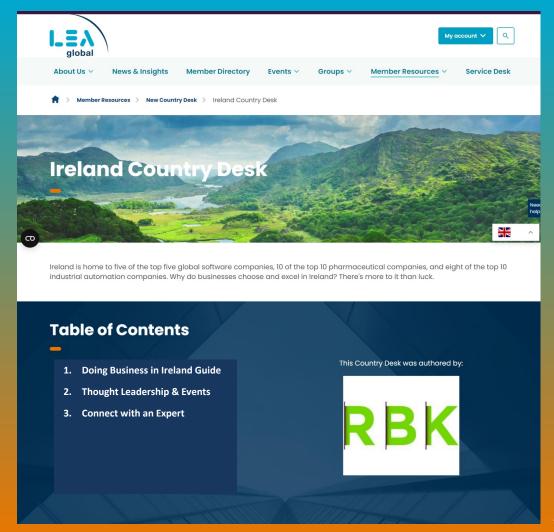
What can member firms expect to receive in return?

- Increased visibility of firm capabilities and thought leadership throughout the LEA community
- Direct access to international team contacts for a fast response to inquiries
- Expanded profile of your firm and key contacts driving traffic to your site for broader reach of content you are creating already
- Collaboration opportunities with other member firms in your country or other countries

Country Desks

Homepage Example

- Table of Contents with links to:
 - 'Doing Business' content
 - Thought leadership and events
 - Key contacts



Country Desks

Thought Leadership & Events

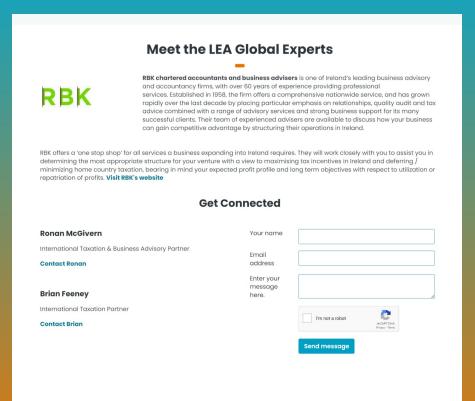
- Link to your firm's events page
- Link to your firm's thought leadership page
- Link to your firm's budget/legislative update page



Country Desks

Connect with an Expert

- Provide your key contacts who will be responsible for:
 - Receiving inquiries
 - Responding in a timely manner



Country Desks - Pilot Program

What's next?

- Five firms in three territories participated
- Gather feedback from pilot participants, European conference attendees and LEA member survey
- Discuss results at June LEA strategy meeting
- Determine path forward

Questions or Comments?

We welcome your feedback on what you'd like to see or any concerns you may have!

THANK YOU

