

Guidelines for the selection of corporate speakers with global responsibility

Transatlantic Conference, 24-25-26 March 2021

Background

From 24 to 26 March 2021, AmCham EU will host its annual Transatlantic Conference. The theme of this year is: **‘Global leadership: A transatlantic opportunity’**. The conference will take place virtually and will take place from 14.00 to 17.00 CET / 8.00 – 11.00 EST each day.

The conference brings together high-level European and US stakeholders to discuss priorities and challenges of the transatlantic relationship and trade agenda.

This is a platform where the speaker will be able to present **his/her company vision** on the **importance of the transatlantic partnership, ongoing trade issues** and **support for the multilateral trading system** to an audience tuning in from both sides of the Atlantic. Additionally, the speaker will have to discuss **either the importance of digital services for his/her company or highlight his/her company’s work on sustainability**.

Several speaking opportunities are provisionally planned for **up to 30 minutes speaking slots**.

We are therefore looking for **corporate speakers with global responsibility** to take part in the conference.

Criteria

- The speaker should come from an AmCham EU member company with a recognisable brand/stature to appeal to the audience.
- The speaker’s company should be an active contributor to AmCham EU’s work.
- The speaker should have global responsibility for operations.
- The speaker should be dynamic.

Process

- All corporate members are invited to submit nominations for a corporate speaker with global responsibility.
- To submit an application you should state, (1) the candidate’s name, (2) his/her title.
- If more nominations than speaking opportunities are received, the Transatlantic Task Force will make a recommendation for the candidates to the Board.
- The Board will take the final decision.

Guidelines

- The corporate speaker should be either the most senior executive representing a company in Europe or a 'global' CEO (likely based in the US).
- The message should be his/her individual company's take on trade issues and the transatlantic partnership as a whole with a focus either on the importance of digital services or their work on sustainability.

Timeline

- **December/mid-January 2020:** Daily Brief – Call for corporate speakers of global responsibility
- **25 January 2021:** deadline for nominations
- **26 January 2021 – Transatlantic Task Force meeting:** result of nominations reported to the Transatlantic Task Force – recommendation to the Board if there are more candidates than planned speaking slots
- **26 February 2021 – Board meeting:** The final decision on the candidates will be taken by the Board
- **24-25-26 March 2021:** delivery of the speech virtually to AmCham EU members and guests

Questions? Contact **Chloé Morice**, Senior Policy Adviser (CMO@amchameu.eu)