

Key Quality Questions and Tips For ACC Resource Providers

Thank you for your interest in producing ACC resources. The ACC membership is a global community of in-house counsel. Our members expect practical guidance and solutions to address the issues they face, develop their skills, and advance their career. When producing ACC resources, please use the following questions and guidelines. If you have any queries, please reach out to ACC Legal Resources at legalresources@acc.com.

I. Key Content Questions and Tips:

1. Why is the topic **relevant for in-house counsel**? Examples: common pitfalls, key trends, or future risks.
2. What are key **practical implications** for the business, in-house counsel, or the legal department?
3. What do in-house counsel **need to know** to advise and support their internal client effectively?
4. Please provide **practical takeaways/solutions** (instead of simply raising issues). Does the resource help in-house counsel save time and resources? For example:
 - o What steps can in-house counsel take to address the issue, prepare the business, and mitigate risk?
 - o What measures can in-house counsel or the business take to ensure compliance with a regulation?
 - o Changes in how businesses can/must operate - how can in-house counsel lead/support change?
 - o What risks and options in-house counsel can bring to the General Counsel or CEO's attention?
 - o Tips to manage a transactional, regulatory, administrative, judicial, or business process.
 - o Tips that help in-house counsel develop skills or advance their career.
5. Examples of resources to **avoid**: marketing/promotional content, court decisions or text of law, or mere legal updates. Caveat: An article that presents a new regulation can be very relevant, to the extent it includes substantial practical guidance for in-house counsel (not just a couple of lines of guidance).

II. Key Format Questions and Tips:

6. **Is the content globally-minded?** To address ACC's global audience, it is important that drafters:
 - o Avoid country-centric expressions (such as "home run", "SWAT team", "going to bat"), even if the resource concerns that country. Instead, please use terms that are universally understood.
 - o Clarify to what jurisdiction specific terms pertain, e.g., write "the US Department of Justice (DOJ)" the first time. Don't assume readers know what "DOJ" means or that it is a US agency.
 - o Write "lawyer"/"in-house/outside counsel", not "attorney". Exception: "attorney-client privilege".
7. **Does the title clearly reflect** the resource type and topic and the country of focus (if any)? For example:
 - o Top Ten: "*Top Ten Tips for Foreign Investors on how to deal with Personal Data in Brazil*"
 - o For a Quick Overview (formerly QuickCounsel): "*Quick Overview: Approaching Limitations of Liability Effectively in Cross-border Agreements (With Focus on the UK, France and Germany)*"
 - o For a sample contract: "*Sample Hosted Software Services Agreement (US)*"
 - o For an ACC Guide (formerly InfoPAK): "*ACC Guide: Managing Global Privacy Compliance*"
8. **When providing a sample contract/policy**, if possible indicate if the sample was designed primarily for a type of party (e.g., licensor / licensee), or for parties in a specific country, or in a specific industry sector.
9. **Include an executive summary** at the start of the resource (bullet points), to help the reader.
10. **Does the resource comply with the ACC editorial guidelines?** Key reminders:
 - o Reminder 1: Is the resource of the required length? Not longer please.
 - o Reminder 2: Is the content broken up in digestible segments separated by clear headings?
 - o Reminder 3: Are acronyms spelled out when first used? "the International Monetary Fund (IMF)".
 - o Reminder 4: Where possible, include links to other relevant ACC resources.
 - o Reminder 5: With the draft resource, provide a summary (five lines or less) describing the type of resource, the topic covered, the jurisdiction(s) of focus or the global focus (if any), and what readers will learn from the resource. For example: "Learn ten tips when drafting and negotiating indemnity clauses in software licensing agreements (US focus)", or "In this brief overview, explore key issues regarding the implementation of the EU General Data Protection Regulation (GDPR), and practical steps in-house counsel around the world can take to improve their organization's compliance."