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Page: Achievement Award
Category Best Membership Strategy Implemented
Chapter Name ACC Singapore
Chapter Size Mid-Sized (301-850 members)
Entry Title Singapore Chapter 2022-2023 Comprehensive Membership Strategy

Entry Description

I am delighted to nominate the Singapore Chapter of the Association of Corporate Counsel (ACC) for the Best Membership Strategy Implemented award. ACC's membership strategy program, implemented from April 2022 to May 2023, has showcased outstanding creativity, innovation, and dedication towards encouraging and improving membership recruitment and renewal within the chapter.

ACC's membership strategy incorporated several impactful initiatives that combined to engage existing members and attract new ones.

One of the key highlights was the introduction of the "Random Coffee" software. This unique approach allowed members to sign up each month to be randomly matched by the software with another member and facilitated the one-on-one meetings between members. We have included pictures of two posts on our ACC Singapore WhatsApp Chat where members combined multiple random coffee connections to meet in bigger groups and then posted about them on the Chat with their feedback with one member stating: "Thanks ACC. Love this initiative!". By providing a platform for informal networking, one-on-one connections, and knowledge sharing, this initiative fostered a sense of community and encouraged collaboration among ACC's diverse membership base during a time where COVID restrictions in Singapore had recently relaxed and some members were still reluctant to attend larger events.

Furthermore, the ACC Board demonstrated their commitment to optimizing membership growth by approaching corporate members with a large footprint in Singapore that had unused corporate membership spots available ("Room to Grow"). Through their proactive efforts, they were able to successfully encourage these corporate members with Room to Grow to maximize their engagement within the association. This strategic approach not only increased ACC membership numbers, but also enhanced the benefits received by these large corporate members.

In addition, the ACC Board organized new member breakfasts every six months to provide our new members with an intimate opportunity to meet the President and one or two other ACC board members. These events facilitated relationship-building and integration of new members into the ACC community, fostering a welcoming and supportive environment. It also gave us an opportunity to explain the benefits available to new members in a casual and small group environment.

One of the most remarkable aspects of the membership strategy was the enhancement of ACC's sponsor events. The Board diligently curated a series of interesting and unique events, encompassing captivating topics, diverse locations, engaging activities, and dedicated networking time. Recognizing the challenges faced by many members working full- or part-time from home, the upgraded events were designed to entice members to step out of their houses, get dressed up, and participate actively. Examples of these exceptional events included our Summer Party that was held at a venue located just outside the church featured in the movie Crazy Rich Asians which included dinner, drinks, and networking, a Swiss Law Firm (Schellenberg Wittmer) Sponsor held their event at an Art Gallery that included a discussion on Swiss governing law paired with Swiss wine, Swiss Cheese, and Swiss Chocolate (explained by the distributor), and a discussion about the Art (led by the Artist), a Women's Day event sponsored by Bird & Bird that commenced with a rejuvenating Yoga class followed by a panel discussion that included the wife and husband founders of Singapore's Yoga Movement studios, and our sponsor (FTI) organizing a sunset boat cruise (pictures of each event attached below). These outstanding events and others not only fostered professional development, but also created unforgettable experiences, strengthening the bond among the ACC members.

The ACC membership strategy program has displayed remarkable achievements in revitalizing membership recruitment and renewal efforts. The inventive use of the Random Coffee software, strategic approach of corporate members, new member breakfasts, and the captivating enhancement of events exemplify the commitment and dedication of the ACC Board towards fostering a vibrant and engaged member community. The results of the Membership Strategy speak for themselves, the ACC's membership signing up for 268 Random Coffees and an increase in members from 454 in April 2022 to 505 in May 2023 - over 50 new members (~ 11% increase in membership) during the yearlong Membership Strategy program.

It is with great pleasure that I nominate the Singapore Chapter of the Association of Corporate Counsel for the Best Membership Strategy Implemented award. We thank you for your consideration.

When was the program initiated?

4/1/2022

What was the project objective?

ACC's membership strategy incorporated several impactful initiatives that combined to engage existing members and attract new ones. The Singapore Chapter had three unique issues that negatively impacted membership attraction and retention:

- (1) Singapore has another in-house association that offers membership for a much cheaper cost,
- (2) Singapore covid restrictions were lifted later than in many other parts of the world and so our members had different levels of comfort for attending large in person events, and
- (3) Singapore in-house lawyers work from home regularly and so it is now more difficult than ever to get our members to attend in-person events.

The objective of our program was to implement initiatives that would help mitigate the issues above and improve membership engagement and attraction.

How was the objective achieved?

The ACC membership strategy program displayed remarkable achievements in revitalizing membership recruitment and renewal efforts. The inventive use of the Random Coffee software, strategic approach of corporate members, new member breakfasts, and the captivating enhancement of events exemplify the commitment and dedication of the ACC Board towards fostering a vibrant and engaged member community. The results of the Membership Strategy speak for themselves with the ACC's membership signing up for 268 Random Coffees and an increase in members from 454 in April 2022 to 505 in May 2023 - over 50 new members (~ 11% increase in membership) during the yearlong Membership Strategy program.

What was the project budget?

There was a separate project budget for two of the initiatives. This included SGD 500 for new member breakfasts (250 per breakfast), SGD SGD 2,444 for a yearly license for 300 users of the Random Coffee Software (increasing to 45 users at renewal), but the sponsor event were paid for by the sponsors and there was no budget for calling existing corporate members.

What obstacles were faced while doing this project/program?

Some of our sponsors wanted to continue having regular events that simply included a topical legal discussion at their office. We aligned on talking points at our strategy meeting for all of our Board Members to approach the sponsors they manage and suggested that we need to have a unique or exciting selling point to get members to get out of their work from home routine and attend their events, otherwise they will not get the number of attendees that they expect for their events.

What is the long-term impact of your initiative to the local/global ACC community?

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In 350 words or less, please state how this project was innovative.

This project was innovative because it was a holistic and multi-pronged year-long commitment to member engagement and attraction that was initiated and implement by the full ACC Singapore Board. The program required the effort an expertise of every single Board member with each member working as a sponsor contact that proposed new and innovative programming for their sponsor and each member agreed to contact at least one of ACC's corporate members that had Room to Grow to ask about increasing the membership numbers in Singapore. In addition, certain Board members helped in multiple ways throughout the year with specific Board members organizing our summer party, managing the relationship with our Random Coffee software provider, or attending new member breakfasts.