

## How to Use Your Amcham.cz Services

### Have the Right Person in the Right Place in Our Database

AmCham's primary tool for keeping members informed is email. We target segments of our membership for different services (for instance, legal reform advocacy is targeted at government affairs representatives). It is therefore important that your member profile on our online database includes the five key member representatives:

- senior manager,
- government affairs manager,
- business development manager,
- marketing manager,
- finance manager.

Please log in the web site and **update your profile** by accessing our online database ([click here](#) to pull it up on your screen) or contact Roman Minarik at [rminarik@amcham.cz](mailto:rminarik@amcham.cz).

### Promote Your Presence on the Market

#### Market Expertise

If you want to inform AmCham members of the level of your company expertise...

- Present on Important Economic Trends at the AmCham **Flashpoint** for Senior Managers. Contact Martina Kopečna at [mkopecna@amcham.cz](mailto:mkopecna@amcham.cz).
- Be featured in the weekly electronic bulletin **InsidInsight** which is distributed to all 1800 member representatives. Contact Weston Stacey at [wstacey@amcham.cz](mailto:wstacey@amcham.cz).
- Place your **expert publications** in our country profile section of the website. Contact Renata Paceltova at [rpaceltova@amcham.cz](mailto:rpaceltova@amcham.cz).
- Contribute your company profile to our regular **industry overviews**. Contact Renata Paceltova at [rpaceltova@amcham.cz](mailto:rpaceltova@amcham.cz).

#### Management and Leadership

If you want to share the talent and skills of your company management with the entire membership...

- Present at **CEO Talks**, a discussion forum on management for senior managers. Contact Weston Stacey at [wstacey@amcham.cz](mailto:wstacey@amcham.cz).
- Invite your European and global leadership to share their experience at a **Speaker Series** event. Contact Weston Stacey at [wstacey@amcham.cz](mailto:wstacey@amcham.cz).
- Be featured in the **Thought Leadership Series**, a regular interview with top executives and professionals distributed to the entire membership. Contact Weston Stacey at [wstacey@amcham.cz](mailto:wstacey@amcham.cz).

#### Professional Improvement/Business Seminars

Seminars / workshops on interesting business topics / skills. Contact [mkopecna@amcham.cz](mailto:mkopecna@amcham.cz).

#### Brand Awareness

- Become a **Patron**. Patrons have their logos displayed at all major AmCham events and on the AmCham website. Their company is listed on the over 2000 official letters sent by the AmCham annually. Contact Renata Paceltova at [rpaceltova@amcham.cz](mailto:rpaceltova@amcham.cz).
- **Sponsor** an event or **advertise** in our publications. Sponsoring and advertising get your message to key decision-makers in the AmCham and wider political and business community. Contact Lucie Lagova at [llagova@amcham.cz](mailto:llagova@amcham.cz).

#### Products, Services and Achievements

- Deliver your fresh **member news** to be placed in our membership marketplace section of the webpage. Contact Roman Minarik at [rminarik@amcham.cz](mailto:rminarik@amcham.cz).
- Offer special **membership discounts** in the marketplace section. Discounts will be sent as part of electronic bulletins to the entire membership. Contact Roman Minarik at [rminarik@amcham.cz](mailto:rminarik@amcham.cz).

### Develop the Long-Term Relationships that build up your business

We offer a range of events which enable you to develop a strong community network

#### Senior Management

- Attend CEO Talks, Speaker Series, Leadership Cocktails, the Thanksgiving Ball, General Assembly and Flashpoint Events. Contact Lucie Lagova at [llagova@amcham.cz](mailto:llagova@amcham.cz).

#### Government Affairs

- Attend Legal Reform Roundtables to access the public sector decisionmakers which make an impact on your companies administrative costs. Contact Iveta Havlova at [ihavlova@amcham.cz](mailto:ihavlova@amcham.cz).

#### Business Development

- Attend Economic Development Roundtables to meet municipal, regional and national officials responsible for development of physical infrastructure and human resources. Contact Martina Kopečna at [mkopecna@amcham.cz](mailto:mkopecna@amcham.cz).

### Support our efforts to advocate competitive development of the country

Our **advocacy team** addresses the key legislative and economic development issues that make the country a better place to do business

- Contribute company data and expertise that help identify key issues. Contact Weston Stacey at [wstacey@amcham.cz](mailto:wstacey@amcham.cz).
- Join issue task forces which develop solutions and advocate them to the government. Contact Iveta Havlova at [ihavlova@amcham.cz](mailto:ihavlova@amcham.cz).