

## AMCHAM C-Suite Compliance & Risk Management Seminar 2016

# How to Market and Deal with Company Issues under the New Environment



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# Ten Practical Tips

## When Interacting with Public Officials...

1. Consult with your in-house legal team prior to the event
2. Prepare written “talking points” that you can later refer to
3. Utilize legal procedures that are available under law
4. Consider relying on “public interest” exception by using “civic organizations” – e.g. AMCHAM
5. Utilize outside counsel

# When Providing Benefits to Public Officials...

1. Follow 3/5/10 Rule – when in doubt consult your in-house legal
2. Consider use of public forum - “official event” exception
3. Consider use of legitimate contracts and transactions
4. Consider use of “disclaimer statement” when providing gifts that may be distributed to third parties
5. Consider setting up guidelines for members when interacting through membership organizations, clubs, alumni associations etc.

# Thank you

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