

ACCA Link Up

Host guide



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Why host an ACCA Link Up?

Members have told us that they want to engage more with others, socially, in their local ACCA community

No formal structure needed, no hard selling, just a relaxed get together to socialise and build your community.

Link Ups can include a theme or can just offer an opportunity to meet socially; hosts will decide!



Benefits:

- ✓ **Build your local community**
- ✓ **Owned by you** – created and run by ACCA members, for ACCA members
- ✓ **Digital support** – receive digital resources to help you deliver a meaningful Link Up
- ✓ **Visibility** – Your Link Up will be promoted online and via social channels
- ✓ **Purpose** – your opportunity to contribute to the local community and to building the accounting profession the world needs.

How does it work?



Step 1:

Submit the online host request form



Step 3:

Approved Link Up added to dedicated page online



Step 5:

Host and enjoy your Link Up

Step 2:
Link Up request reviewed by ACCA



Step 4:
Promote your Link Up



Step 6:
Reclaim your host expenses and let us know how your Link Up went!



Things to consider

1: Be creative when choosing your format

When thinking about hosting your own Link Up, you should consider the below questions:

- Who do I want to attend?
- When is the best time for the Link Up?
- How will I promote it?
- Do I want to collaborate with, or involve my wider connections? (e.g. other ACCA members, etc.)
- What will this cost?
 - ACCA can help towards any costs, however, will not cover the cost of alcohol





Things to consider

2: Choose a venue

It's important to choose a venue that you're familiar with and that people can access easily.

This could be a coffee shop, a pub – or even somewhere a bit more unusual! You should think about:

- Parking facilities / transport links
- Size – what if your Link Up attendance is bigger or smaller than you anticipate?
- Will you need a separate room for your Link Up or can the venue give you a designated area?
- Food/drink options - consider dietary requirements
- Accessibility / inclusivity – ensure your Link Up is equally enjoyable for all.

Things to consider

3: Choose the right time

- Picking the right date and time for your Link Up is important, regardless of size or format.
- Consider competing events or holidays that may interfere with attendance.
- To ensure we can support with the promotion of your Link Up, submissions must be received at *least 8 weeks' prior to the event date.* The longer lead time, the better.

4: Promote your Link Up

- Spread the word and let your local community know about your Link Up. This can be on social media, word of mouth, company intranet, email etc.
- Don't forget to share the link to register and use the hashtag **#ACCALinkUp** - encourage others to share, to help spread the word even further!





Things to consider

5: Have a backup plan

- What's your backup plan in case things go wrong or need to change? Let us know and we'll be here to support you as much as possible.

6: Stay connected

- Create opportunities to include everybody and help them feel part of your local community.
- Think about how you can attract new attendees to Link Ups – and how you can make them want to come back to the next one (or even host one!). Encourage attendees to connect on social media and help build the community.

Questions?

Please email the team at sectorsuk@accaglobal.com