

## **Print Magazine**

**2018 Winner:** Association of Corporate Counsel (ACC)

**Entry Title:** ACC Docket

### **Project Overview/Elevator Pitch:**

When thinking of which three issues encapsulated 2017 at ACC Docket, we believe that our July/August and September issues showcase both the best aspects of our magazine and our mission to become the go-to recourse for in-house counsel worldwide. The July/August edition, which focuses on career, tackles the unique transition from lawyer to CEO. Its cover story, which profiles three prominent CEOs from multinational companies, highlights this global legal trend. It is indisputable that in-house counsel worldwide are taking on heightened business responsibilities, and ACC is here to help along the way.

The 2017 September edition is a perfect example of ACC Docket's commitment to staying on the forefront of the latest in-house developments. As many attorneys can attest, data protection is one of the primary issues keeping them up at night. That is why our September cover story, entitled "Cover Your Assets," outlines strategies for how to mitigate the risk of a data breach amid an increasingly vulnerable digital environment. What's more, the September issue of the magazine, which centers around technology, contains feature articles about the latest developments in the legal world — from e-signatures to automated cars, and from blockchain to the future of Google Translate.

### **Project Goals/Objectives:**

ACC Docket is a pioneering legal journal in the field. As such, the team is always looking for ways to provide best-in class content to our members that is both innovative and engaging. Every year, our July/August issue, which focuses on career, and September issue, which focuses on technology, are the most sought after issues of the magazine. So this year, we racked our brains trying to find ways to provide new and creative content to our members. What you'll find is that in each issue, we experimented with different ways to format our content to breathe new life into these concepts. It was our hope that with this experimentation, we would find a higher engagement and readership.

### **Strategy/Tactics:**

As mentioned above, the team tried to find creative ways to create new and engaging content for our July/August and September issues. At ACC Docket, we rarely highlight profiles as a feature article in the magazine, let alone as our cover story. However, in the July/August cover story, entitled "A Seat at the Head of the Table: From Lawyer to CEO," author David Felicissimo tackles the unique transition from lawyer to CEO by profiling three prominent in-house counsel who have first-hand experience with the matter. This topic is one that hits home for our members, and we wanted to showcase it in a more engaging way by providing real, first-hand perspectives. Through the article, Felicissimo interviews, Chris Sacca, founder of Lowercase Capital and guest shark on Shark Tank, Mitch Garber, CEO of Caesars Acquisition Company, and Anna

Santeramo, co-founder of Stylebee.com, about their experiences moving into a business setting.

In addition, knowing that our September issue is consistently one of our more popular editions, we at ACC Docket wanted to create something new that would shine a spotlight on a different aspect of the technology practice area. This year, we published a Women in Technology insert to showcase six female general counsel from the top tech companies in the world (i.e., Facebook, Lyft, and Dell).

In 2011, female in-house counsel comprised only 41 percent of respondents operating in the tech industry, according to the ACC Global Census. However, just five years later, the 2015 census indicated that this number was on the rise – with women over 47 percent of tech respondents. These six-distinguished in-house counsel show that women are not only present in-house, but are thriving in this space.

**Success Metrics:**

Both our July/August and September issues were our most popular issues of 2017. To provide some perspective, we normally receive on average 10,000-13,000 visits to our "Digital Docket" — which is a digital version of our print issue. For our July/August issue, we received 14,383 visits and for our September issue, we received 13,086 visits. These metrics show that there was a high level of interest in these new concepts by our members, and that our creative offerings paid off. We received positive comments from both our internal stakeholders and our members with regard to our objectives with these important issues, and we are quite pleased with the results.

**Association Website:**

[www.acc.com](http://www.acc.com)