



Performance Alliance Europe - Summary of Partnership Models

Modes of Cooperation with the Performance Alliance Europe – The online network of internationally oriented consultants in CEE

The Performance Alliance Europe offers consultants - depending on the prerequisites fulfilled - various partnership models.

- A. Leading Partner
- B. Certified Partner (Extended)
- C. Registered Partner

A. Leading Partner	B1. Certified Partner Extended	B2. Certified Partner	C. Registered Partner
General Information			
<p>The highest status among all partners is enjoyed by the group of "Leading Partners"</p> <p>There is only one Leading Partner per country and type of consulting service provides, who is selected either from the group of "Certified Partners" or due to application and confirmed by the supervisory board as well as the founding members of the Performance Alliance Europe on a yearly basis.</p>	<p>The second highest level is called "Certified Partner". Within this group, a member can upgrade to the "Extended Version" which grants the partner additional rights.</p>		<p>Against payment of a registration fee, there is also the option to be listed as a "Registered Partner".</p>

Management Consulting

Legal Advisory

Tax Advisory

IT-Service

HR Consulting

Advertising, PR & Lobbying



Prerequisites for Partnership			
A. Leading Partner	B1. Certified Partner Extended	B2. Certified Partner	C. Registered Partner
<ul style="list-style-type: none"> • Appointment by the supervisory board and the founding members from the group of "Certified Partners" or due to application • The status of "Leading Partner" is granted for one year and can be renewed depending on interest and fulfillment of the requirements and on the confirmation by the supervisory board as well as the founding members • Further prerequisites see Certified Partner Extended 	<ul style="list-style-type: none"> • Payment of an annual marketing fee • Proof of Trust-Function (see below) • Link to the Performance Alliance Europe homepage on the partners webpage 		<ul style="list-style-type: none"> • Payment of an annual registration fee • Link to the Performance Alliance Europe homepage on the partners webpage
Rights of Partner			
A. Leading Partner	B1. Certified Partner Extended	B2. Certified Partner	C. Registered Partner
<ul style="list-style-type: none"> • Leading Partners are presented in a preferential manner on the internet (logo on the first page of the website) and are listed first at client requests. • Further rights see Certified Partner Extended 	<ul style="list-style-type: none"> • Certified Partners - Extended will be listed right after "Leading Partners" upon receiving requests by potential clients. • With the Extended Version additional company information can be published on the Performance Alliance Europe webpage. (see below) • Further rights see Certified Partner 	<ul style="list-style-type: none"> • Certified Partners will be listed right after the Certified Partners – Extended at client requests. • Certified Partners can publish newsletter articles on the webpage of the Performance Alliance Europe. • Certified Partners can present their company on the webpage of the Performance Alliance Europe. (see below) 	<ul style="list-style-type: none"> • Registered Partners will be listed after Certified Partners. • Registered Partners can present their company on the webpage of the Performance Alliance Europe. (see below)
Presentation on the website of the Performance Alliance Europe			
A. Leading Partner	B1. Certified Partner Extended	B2. Certified Partner	C. Registered Partner
<ul style="list-style-type: none"> • Listing of up to five foreign offices including name of contact person and personalized email entries • Further presentation see Certified Partner Extended 	<ul style="list-style-type: none"> • Several contact persons of the company as well as personalized email • Listing of up to two foreign offices including name of contact person and personalized email entries • Listing of areas of expertise and reference projects • Download of a partner profile • Further presentation see Certified Partner 	<ul style="list-style-type: none"> • A contact person of the company as well as personalized email • Display of the company logo and link to their respective webpage • Further presentation see Registered Partner Extended 	<ul style="list-style-type: none"> • Company name and address • Text link to their respective webpage

Partners are obliged to ...			
A. Leading Partner	B1. Certified Partner Extended	B2. Certified Partner	C. Registered Partner
<ul style="list-style-type: none"> • Payment of the annual marketing fee (€ 2.850,-) • Promote the Performance Alliance Europe in their specific countries • Proof their capabilities to successfully handle international reference projects • Contribute to the grand annual event (speeches, seminars, ...) • Publish newsletters on the webpage of the Performance Alliance Europe • Further obligations see Certified Partner Extended 	<ul style="list-style-type: none"> • Payment of the annual marketing fee (€ 1.350,-) • Further obligations see Certified Partner 	<ul style="list-style-type: none"> • Payment of the annual marketing fee (€ 850,-) • Handle client requests • Annual Proof of Trust-Function (see below) 	<ul style="list-style-type: none"> • Payment of the annual registration fee (€ 350,-)

The Trust -Function of Leading und Certified Partners

Certified und Leading Partners of the Performance Alliance Europe are reputable consultancies who have qualified themselves for partnership in the Alliance through their

- ▶ Reference projects
- ▶ International activities & special memberships
- ▶ Recommendation of clients
- ▶ Recommendation of the branch or partner companies

The mandatory annual proof of the Trust-Function by the partner as well as feedback provided by clients ensure the reliability and respectability of the companies listed on the of the Performance Alliance Europe's online-platform.

Laura Bolchis under l.bolchis@performancealliance.eu or Daniela Hofmann under info@performancealliance.eu will be happy to answer any queries regarding the various models of partnership as well as further information regarding the network.