



**7<sup>th</sup> & 8<sup>th</sup> December 2009 • Radisson SAS, Amsterdam**

Regardless of the length of time you have spent in the in-house role, a number of themes keep resurfacing in our research with regard to the major challenges that you're facing in your increasingly pressurised role:

- Cutting legal spend
- Providing practical legal solutions fast
- Staying up-to-date with relevant legal challenges
- Managing a diverse workload
- Becoming business advisor rather than just a lawyer

From speaking with numerous senior in-house counsel, we were told that gaining these essential 'soft skills' is key to successfully managing your complex relationships with internal clients, team members and outside counsel and in succeeding as a corporate counsel.

IBC Legal has been working with these senior in-house counsel to provide a comprehensive 2-day event that delivers training on these management skills and allows you to update your knowledge of the areas of law that are of most interest and relevance to you. Having fine-tuned this programme over a number of years, the feedback from the London event in May indicates we have developed a programme that really adds value for the in-house delegates that attend. This is what some of the delegates had to say:

*"This is the best in-house counsel I have attended in over 5 years" (M Oliver, Visit Britain)*

*"Very high quality speakers – both knowledgeable about their subject and good at presenting. Congratulations." (R Steinholtz)*

*"Invaluable especially with regard to managing contracts and controlling external legal spend." (D K Jones, St Lucia Air & Sea Ports Authority)*

*"An excellent conference with quality speakers on a range of topics of practical relevance to today's in-house lawyer." (C Forbes, Oceaneering International)*

#### **4 reasons why IBC Legal's European In-House Counsel Forum stands out from the crowd:**

- ➔ A unique opportunity to develop both your legal department's **management skills** and build your knowledge of **the most relevant substantive legal topics** to you
- ➔ **Legal updates on only the topics that you need.** The rotating roundtable sessions mean you spend time learning only about the topics that are a **priority to you**
- ➔ Hear **fresh insights** direct from **legal leaders** rarely seen on the speaker circuit
- ➔ Fully interactive workshops **tailored to your level of experience** mean you can select between a 'management crash-course for in-house counsel' and an experiential session on 'developing diverse and high-performing legal teams'

#### **CHECK THE DATES!**

We changed the dates so we can deliver the best international speakers! Make sure you've got **Monday 7<sup>th</sup> and Tuesday 8<sup>th</sup> December** marked in your diary!

#### **What topics will be discussed?**

**Legal Leadership**

- Excelling at legal leadership in uncertain times
- Cut costs and retain quality of legal service delivery
- Monetising performance and client satisfaction
- Promoting your image within the company
- Becoming business focussed whilst retaining integrity
- Building high performing 'virtual' teams through fostering a team environment within a group that rarely meets face-to-face
- The pros and cons of outsourcing legal work
- What is the future of the General Counsel role

**Risk Management**

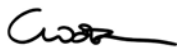
- Around the world in 90 minutes! Your opportunity to speak to experts in the jurisdictions you do business with to help you gain the cultural awareness and knowledge you need to get deals done
- The impact of more, not less, regulation on your compliance policies
- Implementing a contract risk management solution in a global business
- Managing risks to the corporate reputation

**Knowledge Building**

- Employment law concerns in the downturn
- Protecting and managing corporate data
- Legal privilege: Where do you stand now?
- Essential competition law updates

Take a look at the attached programme to see further details of the programme. If you want to take advantage of the legal and management training this course offers, call the booking hotline today to reserve your place and **make massive cost savings!** The IBC Legal team look forward to meeting you in Amsterdam!

Best regards,



Catherine Watson  
IBC Legal (An informa company)

***P.S. In-house counsel save over £1300 on the cost of registration with our 2-tier pricing structure!***

**Speakers already confirmed include:**

- Philippe Coen, *Board Member, Association Française des Juristes d'entreprises (AFJE)* (Paris)
- Soren Lundsberg-Nielsen, *Group General Counsel, G4S* (London)
- Steve Sharply, *Managing Director, Xcell Dynamics* (London)
- Ruth Steinholtz, *Former General Counsel, Borealis* (London)
- Jaron Lewis, *Partner, Reynolds Porter Chamberlain* (London)
- Trevor Faure, *Global General Counsel, Ernst & Young* (London)
- Anouk von Meyenfeldt, *VP & General Counsel, Tommy Hilfiger* (Amsterdam)
- Pierre Gentin, *Head of Global Litigation, Credit Suisse* (New York)
- Jasper Teulings, *General Counsel, Greenpeace International* (Amsterdam)
- Sally March, *Global Director of Compliance, Nortel* (London)

Visit

[www.ibclegal.com/euroinhouse](http://www.ibclegal.com/euroinhouse)  
for updates on other confirmed speakers

**Do you have a service or product that is of interest to senior in-house lawyers? ...If so:**

- **How are you differentiating yourself from your competitors?**
- **Have you got a service, a unique expertise or a compelling pricing structure that sets you apart from the crowd?**
- **Do your customers actually know about it?**

IBC Legal Conferences can offer you the golden trinity of:

- Brand exposure (so your clients think of you first)
- Thought leadership (demonstrate how good you are by presenting to your target market)
- Networking (meet, discuss and do business with your new clients)

There is no other marketing medium available that can offer you these three features together. For more information on how IBC Legal can help you meet your marketing objectives, call Edward Low on +44 (0)20 7017 4196 or email on [edward.low@informa.com](mailto:edward.low@informa.com)



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*Legal leadership • Risk management • Knowledge building*

## CONFERENCE DAY ONE

08.30 Registration and Refreshments

09.00 Chairperson's Welcome

09.15 *Keynote* **Modern Lawyers Working Smarter: Less Resources, More Results**  
Trevor Faure has won numerous awards for his innovative set of "Smarter" methodologies which have been applied on a multi-million dollar scale and is currently being taught at Harvard Law School. His keynote address will cover how it is possible to:

- Adapt legal services to meet the modern imperatives of economic globalisation
- Maximise legal coverage, compliance and client satisfaction whilst minimising legal spend and headcount
- Replace the "zero sum" law firm relationship with a mutually-profitable partnership

*Trevor Faure, Global General Counsel, Ernst & Young (London)*

10.00 *Panel Discussion* **Money, Money, Money: Innovative Ideas for Getting More for Your Legal Spend**

Whether or not the 'green shoots' can be seen, running a legal team on a shoestring is always going to be a challenge. Learn how your peers are succeeding in cutting costs whilst still maintaining quality of work.

*Anouk von Meyenfeldt, VP & General Counsel, Tommy Hilfiger (Amsterdam)*

*Further panellists to be confirmed*

10.45 Morning Coffee & Networking

11.15 **New Trends for Legal Departments: An Identikit Picture for In-House Counsels of the 2020s**

- Flash forward future trends: New roles for in-house counseling
- Learn how to better communicate internally and externally
- Overview in Switzerland and Italy and France (New Bill post Darrois Report)

*Philippe Coen, Board Member, French In-House Counsel National Association, Association Française des Juristes d'entreprises (AFJE) (Paris)*

12.00 Lunch

13.00 *Workshop Sessions*: Depending on your level of experience and personal interests, select one of the following lively and interactive workshops:

### **A) Management Crash-Course for In-House Counsel**

- Juggling demanding and diverse workloads
- Promoting your image within the company
- Intelligently managing departmental costs
- Becoming business focussed but retaining integrity
- Seeking feedback and fostering good relationships with business manager
- Becoming a 'jack of all trades'

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OR

### **B) Developing Diverse & High-Performing Legal Teams**

This is an interactive and experiential session giving you the tools to:

- Build a high performance legal team from scratch
- Foster a team spirit in a 'virtual' team
- Understand why you need a vision and strategy and how to develop one
- Encourage career development, training and mentoring
- Measure the benefits of working with a coach

*Steve Sharply, Managing Director, Xcell Dynamics (London)*

*Ruth Steinholtz, Former General Counsel, Borealis (London)*

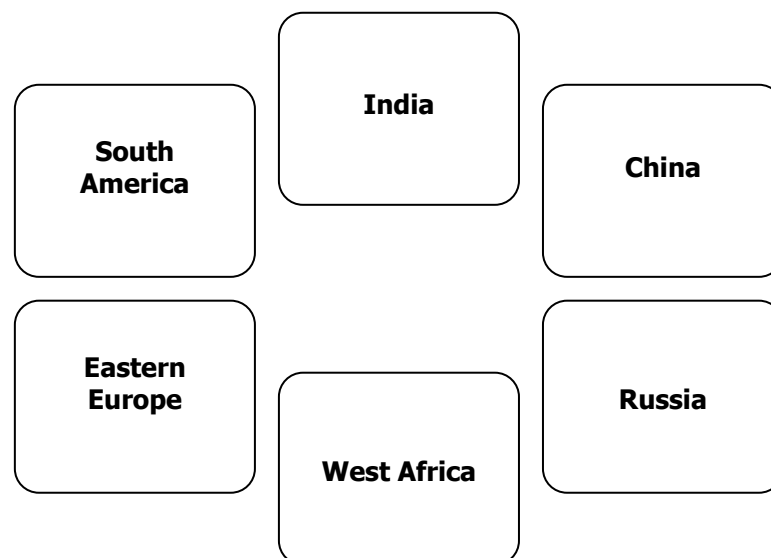


**BASED ON A  
CORPORATE  
CASE STUDY**

14.30 Afternoon Tea & Networking

#### **15.00 Around the World in 90 Minutes**

Developing new operations in unfamiliar territories can be a high risk exercise. These roundtables give you the opportunity to discuss with lawyers who are well-acquainted with operating in these jurisdictions so you can ask the questions that will enable you to gain a broad overview of doing business in these territories so you can minimise the risk you and your organisation face. Chose 3 options and spend 30 minutes at each table.



#### **17:30 Roundtable Feedback**

Roundtable leaders will briefly summarise the discussions of their groups so you don't miss out on the highlights of the other discussions.

18.00 Chairperson's Closing Comments & Close of Day One

### **CONFERENCE DAY TWO**

08.30 Registration and Refreshments

08.45 Chairperson's Summary of Day One

09.00 **Protecting and Managing Corporate Data**



**CORPORATE  
CASE STUDY**

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The volume of data that organisations accumulate is continuously increasing and the legal risks associated with retaining, transferring and destroying it are plentiful and must be carefully considered:

- What is sensitive data?
- Ensuring the security of employee data
- Preventing competitive data walking out the door, especially when staff turnover is up
- Handling a data loss crisis:
  - Managing PR effectively
  - Working closely with HR to manage the employees involved

### 09.35 **Developing a Strategy for Managing Litigation Risks in the Evolving Economic Climate**

Even if your usual role involves mainly non-contentious work, all in-house counsel need to have an understanding of how to resolve disputes and the tools available to them. Hear how the Head of Litigation at a major corporation has managed litigation risk, including customer and employee claims, over the recent volatile period.

*Pierre Gentin, Head of Global Litigation, Credit Suisse (New York)*



### 10:10 **Corporate Social Responsibility – The NGO Perspective**

- CSR vs 'greenwash'
- Engaging with campaigning NGOs
- Forging solutions

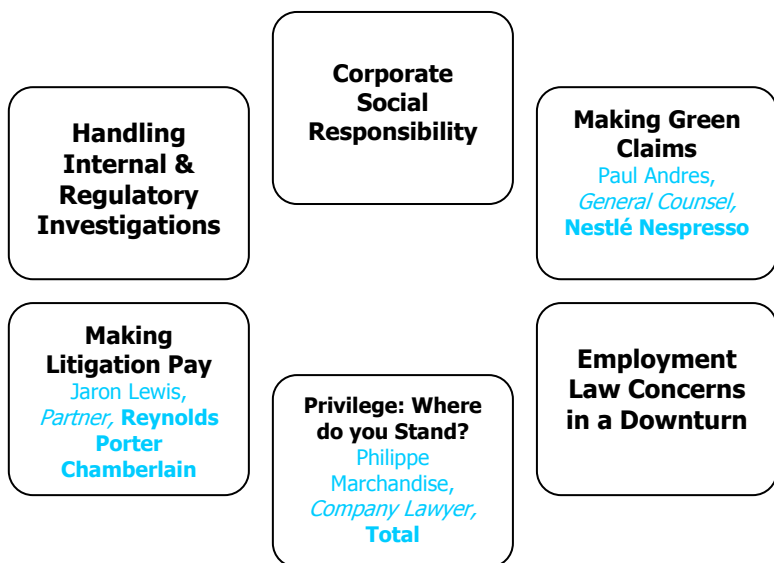
*Jasper Teulings, General Counsel, Greenpeace International (Amsterdam)*



10.45 Morning Coffee & Networking

### 11:05 **The Legal Knowledge Centre**

Keeping updated on the changes in substantive law that affect your day-to-day life is a challenge for all busy in-house lawyers. This session, allows you to pick the 3 most relevant topics for you and receive quick updates on the most important legal changes and how they will affect you as in-house counsel. Pick the 3 topics of most interest and spend 30 minutes discussing each of them.



13.15 Lunch

### 14.15 **Ensuring Compliance and Surviving under More, not Less, Regulation**

- How will your organisation adapt to likely increases in regulatory controls arising out of the credit crunch crisis?
- Considering the cultural aspects of implementing a compliance programme
- Managing the tension between US and European approaches towards compliance
- Communicating with other functions

*Sally March, Global Director of Compliance, Nortel (London)*

### 15.00 **Implementation and Compliance of Contract Risk Management in a Global Business**

A practical guide to how this has been approached at G4S:

- What to do
  - What it is nice to do
  - What needs to be done
  - What it is possible to do



- How to implement a policy successfully
  - How to implement a global Contractual Risk Management policy
  - Development and application of relevant tools and processes
- How to ensure and monitor implementation
  - Audit process
  - Business review
  - Key Performance Targets

Soren Lundsberg-Nielsen, *Group General Counsel, G4S* (London)

15.45 Afternoon Tea & Networking

**16.15 Panel Discussion Preparing for the Future: What Lies Ahead for the Future of the In-House Counsel?**

- A move towards a more executive role for GCs such as that of the CFO
- The future of the relationship between in-house and private practice lawyers

*Panellists drawn from speakers from the 2 days*

17.00 Chair's closing remarks & close of conference

**What did past attendees have to say?**

**These are some of the comments received by attendees at the UK In-House Counsel event in May this year:**

- *Range of subjects well selected...speakers adapted approach and content to maximise interest and relevance for delegates from varied backgrounds and businesses.* (M G Elliott, Agusta Westland)
- *Invaluable especially with regard to managing contracts and controlling external legal spend.* (D K Jones, St Lucia Air & Sea Ports Authority)
- *This is the best in-house counsel I have attended in over 5 years – lively discussion aided by more intimate environment. Good speakers and appropriate subjects.* (M Oliver, Visit Britain)
- *What is useful is to talk to other counsels about how they experience the same activity and exchange ideas as how to handle the workload.* (V Galitschke, Morphosys AG)
- *Very high quality speakers – both knowledgeable about their subject and good at presenting. Congratulations.* (R Steinholtz)
- *An excellent conference with quality speakers on a range of topics of practical relevance to today's in-house lawyer.* (C Forbes, Oceaneering International)
- *Very good for sharing perspectives and networking.* (A Browne, Royal Mail Group Ltd)
- *Informative and relevant with some particularly thought provoking topics.* (S Lyell, G45 plc)
- *Frank open discussion on current challenges and trends. Good experienced speakers with high quality presentations.* (T Stretton, Kroll On Track)
- *Very interesting, the speakers were excellent.* (G Harris, Lincs Police)
- *Soren Lundsberg-Nielsen was excellent* (T Addis-Jones, Stolt Tankers BV)

VIP Code: KW8059AX

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**European In-House Counsel Forum (KW8059)**  
7<sup>th</sup> & 8<sup>th</sup> December 2009 • Radisson SAS, Amsterdam

	Public Sector In-House Lawyer	In-House Lawyer	Private Practice Lawyers/Others
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**An additional £200 discount applies for 3<sup>rd</sup> and subsequent delegates.** Please notify IBC when booking.

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All posted registrations must be accompanied by a cheque or credit card details. **Please treat this form as our request for payment.**

**Cancellations:** What happens if you have to cancel? Confirm your CANCELLATION in writing (letter or fax) two weeks or more before the event and receive a refund (if applicable) less a 10% + VAT service charge. Should you cancel between two weeks and one week before the event then you will receive a refund (if applicable) less a 50% +VAT service charge. Regrettably, no refunds can be made for cancellations received less than one week prior to the course. A substitute delegate is welcome at no extra charge. **Data Protection** The personal information shown on this form, and/or provided by you, will be held on a database and may be shared with other companies in the Informa Group in the UK and internationally. If you do not wish your details to be available to other companies in the Informa Group please contact the Database Manager at the above address, Tel +44 (0)20 7017 7077, Fax +44 (0)20 7017 7828 or email: [integrity@iirtld.co.uk](mailto:integrity@iirtld.co.uk). Occasionally your details may be obtained from, or made available to, external companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the box

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