

# European In-House Counsel Conference

*The ultimate, one-stop event for the busy in-house lawyer*

26 - 28 June 2012 – Amsterdam

A high-level conference focusing on practical approaches and perspectives from your in-house peers in dealing with the issues and challenges facing you....

## PRE-CONFERENCE WORKSHOP

**Tuesday, 26 June 2012**

**Anton Steiger**, Chief Counsel M&A Corporate, **SIEMENS**

### **In-House Counsel Master class - Mergers & Acquisitions, Approaches & Strategies**

A full afternoon discussing the Siemens model for approaching M&A. Anton will take you through how Siemens reads and uses its observations on trends in the market and useful strategies to help you tackle M&A for your organisation.

**PROGRAM  
ME**

## **Conference Day One: Wednesday, 27 June 2012**

### **YOU - THE IN-HOUSE COUNSEL ROLE**

09:00 Chair's Introduction

**Adrian Morris**, Associate General Counsel, Refining & Marketing, **BP plc**

09:15 **KEYNOTE - A Different Perspective**

The inside track on what is expected from in-house counsel by the Board/Shareholders/Investors

09.45 **CASE STUDY – Sony's Corporate Crisis Experience – Tsunami and Earthquake**

10.30 **PANEL SESSION**

**Corporate Crisis - Managing Legal Risks Efficiently whilst being the Company Conscience**

- Questions and answers of the panel

11:30

Morning Refreshments

11:50 **CASE STUDY – Dupont's Strategy – A Profitable In-House Department**

- Can you turn the legal department into a profitable part of the business
- Lawyers successfully improving the bottom line of the business: some organisational prerequisites
- Questions and answers

12.45 **Fifteen Minute Focus – the Latest on Privilege – The Azko Decision**

13:00 Lunch

### **THE BUSINESS – OPTIMISING YOU & YOUR TEAM'S VALUE**

14:00 **Mergers & Acquisitions - Legal Pitfalls and Opportunities In a Challenging Market**

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**14:45 CASE STUDY– Coca Cola’s Strategic Planning**

- Linking the long range plan of the legal team to the business objectives of the company 2014 the culmination of a 3 year plan
- Legal team facilitate the business objectives – not the traditional role
- Turnover 10 billion – what we as lawyers do to make this happen?
- 5 brackets – activities to focus on as a legal team
- Protecting the operating framework – crisis management incident management
- Considering and recruiting a specific type of lawyer – key competencies for being a coke adviser.
- Drilling down – European legal plan – national level – right down to the individual lawyer
- Questions and answers

15.40 Afternoon Refreshments

**16.00 PANEL SESSION**

**Becoming the Trusted Gatekeeper for the Board and Best Practice Corporate**

**Governance**

- Becoming a trusted partner of your CEO and CFO
- The value of being on the Board
- Meeting the challenge of walking the thin line between your business role and the independence of your legal advice
- Questions and answers

**16.15 CASE STUDY – British American Tobacco**

**BAT Case Study Involving Draft EU Packaging Legislation**

- Questions and answers

**17:05 PANEL SESSION**

**Privacy and Defamation – Should There Be a Right to Oblivion?**

- The clash between the US and European perspectives
- Expiration dates on data and disappearing data technologies
- Freedom of Information and transparency
- Responding to a breach
- Questions and answers of the panel

18:00 Close of Day 1 of The Conference

19:00 **Drinks Reception – join your peers for some relaxed networking**

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## **Day Two, Thursday 28 June 2012**

09:00 Chair's Introduction

### **IMPROVING EFFICIENCY – COMPLIANCE & STRATEGY**

**09:15 CASE STUDY – Siemens Experience**

A case study considering the compliance challenge faced by Siemens in tackling bribery & corruption in the organisation and building a global compliance programme

**10:00 Social Media – Tactical Approach – Defend or Embrace?**

Managing the social media risks in your business

11:00 Morning refreshments

**11:20 PANEL SESSION**

**Technologies To Facilitate Progress**

- Electronic billing progressions
- New money management tools
- Legal hold process management – taking enough steps to create an adequate defence
- Document management
- E-discovery analytics
- Enterprise or hosted software systems
- Budgeting for change
- Questions and answers

**12.10 PANEL SESSION**

**Sarbanes-Oxley – 10 Years On and EU Corporate Governance Framework**

- Where to start: developing your risk management approach
- Tips and traps – assessing risk
- Establishing and implementing a risk management agenda
- Delineating clear responsibilities for addressing risks
- Compiling a risk register - risk control/policing function
- Tackling the less compliant areas of the business
- Risk assessment tools – what are they?
- Prioritising the risk, mitigating the risks
- Extent of guidance from the regulators
- Infringement – what to do when your compliance programme has failed
- Responding to Investigations by Enforcement Authorities
- Questions and answers of the panel

13.10 Lunch

**14.10 Select one session from the following three options which will run alongside one another**

**Option 1**

**Antitrust/Competition Law: Highlights of 2011 and a Look Forward to 2012**

- Horizontal law Guidelines
  - Information sharing
  - Standard setting
  - FRAND
- OFT
  - Horizontal Agreements – Short Form Opinions
  - Director disqualification orders – competition law
  - Lawful cooperation and cartelising
- Latest Pitfalls - Case Law Highlights
- Competition Law and e-Commerce

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- Practical tips for managing competition risks in your business
- Questions and answers

## Option 2

### Confronting Bribery and Corruption

- Where are we now
  - The Bribery Act
  - FCPA
  - Third Parties
- Best practice compliance
- Questions and answers

## Option 3

### Holding Data – Practicalities and Pitfalls

- Freedom of Information
- There are multiple ways to balance risk and cost when preserving email
- Proportionality begins at home
- Saving everything eliminates one risk, but introduces others
- Falling foul of the Data Protection Act
- eDisclosure Tips and Traps

15.10 Refreshment Break

15.30 **Select one session from the following three options which will run alongside one another**

## Option 1

### Essential Practical Brands & IP Round-Up

- Copyright
- Brands and Trademarks
- Branding strategy
- Advertising and Sponsorship
- Questions and answers

## Option 2

### 5 Practical Commercial Topics In 50 Minutes

*NB These topics may be slightly amended to reflect any recent legal developments at the time of the conference*

**5 Hot Topic Wildcard** - An opportunity for our speaker to bring an up-to-the-minute issue from the month of the conference

Questions and answers

## Option 3

### Personal Liability At The Top – Advising Management on Ways to Avoid the Heat

16:45 Close of Conference Day Two

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**European In-house Counsel 2012**

27<sup>th</sup> & 28<sup>th</sup> June 2012, Venue TBC Amsterdam, The Netherlands (FKW82277)  
 26<sup>th</sup> June, 2012 (Half Day), Venue TBC Amsterdam, The Netherlands (FKW82277W)

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		<b>Public Sector In-House Lawyer</b>	<b>Private Sector In-House Lawyer</b>	<b>Private Practice Lawyers, Consultants and Others</b>
Register by 20 <sup>th</sup> April, 2012	Conference and workshop	<input type="checkbox"/> <b>£938 + BTW @ 19% (£1116.22)</b> <b>SAVE £1560</b>	<input type="checkbox"/> <b>£1098 + BTW @ 19% (£1306.62)</b> <b>SAVE £1400</b>	<input type="checkbox"/> <b>£2198 + BTW @ 19%</b> <b>(£2615.62) SAVE £300</b>
	Conference only	<input type="checkbox"/> <b>£639 + BTW @ 19% (£760.41)</b> <b>SAVE £1360</b>	<input type="checkbox"/> <b>£799 + BTW @ 19% (£950.81)</b> <b>SAVE £1200</b>	<input type="checkbox"/> <b>£1799 + BTW @ 19%</b> <b>(£2140.81) SAVE £200</b>
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