

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

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

VIP code: «LABELCODE»

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		Public Sector In-House Lawyer	Private Sector In-House Lawyer	Private Practice Lawyers, Consultants and Others
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	Workshop only	<input type="checkbox"/> £399 + BTW @ 19% (£474.81) SAVE £100	<input type="checkbox"/> £399 + BTW @ 19% (£474.81) SAVE £100	<input type="checkbox"/> £499 + BTW @ 19% (£593.81)

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