

European In-house Counsel

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

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

YOU

THE IN-HOUSE COUNSEL ROLE

- Discuss the growing role of general counsel and top tips for success
- Analyse your personal liabilities, duties and obligations
- Learn the latest position on legal privilege

THE BUSINESS

OPTIMISING YOUR VALUE & YOUR TEAM'S VALUE

- Understanding the business and its commercial needs
- Proving your worth to the business and managing internal expectations
- Maximising merger & acquisition opportunities and avoiding the pitfalls

YOUR TEAM

MANAGEMENT MASTERCLASS

- Leading, structuring and motivating an effective legal in-house team
- Managing and delegating the work
- Managing the future impact on your team of the economic pendulum

OUTSIDE THE TEAM

OUTSOURCING

- Managing the "outside" legal support team

IMPROVING EFFICIENCY

- Using legal technology to compliment the strategy of your legal team
- Tackling abuses of social media and managing reputation risk
- Cloud computing - what the future holds
- Compliance and ethics: auditing the business for areas of legal risk

LEGAL UPDATES

OPTIONS

- 1 Antitrust/competition law: highlights of 2010 and a look forward to 2011
- 2 Update on bribery and corruption
- 3 Leading your team interactive masterclass
- 4 Essential practical brands & IP round-up
- 5 Five practical commercial topics in 50 minutes

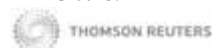
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M G Elliott
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Expert commentary & insights from speakers including:

Chair Day One

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

Chair Day Two

Sally Shorthose, Partner, **Bird & Bird LLP**

25+ General Counsel & Heads of Legal from:

- BP
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- Shell
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- Coca Cola Enterprises Inc.
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- Nestor Advisors
- Aon Global Risk Consulting

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Day One, Tuesday 21st June 2011

YOU - THE IN-HOUSE COUNSEL ROLE

09:00 Chair's Introduction
Adrian Morris, Associate General Counsel, Refining & Marketing, **BP plc**

KEYNOTE

09:15 **The Growing Role of General Counsel**
 The inside track from a leading company CEO

09:45 **Top Tips for Succeeding as an In-House Lawyer**

- Identifying the opportunities and challenges
- Understanding your industry, your business and your role in helping your business achieve its goals
- Managing the business risk and reputation
- Becoming the respected voice in the business
- Ensuring you don't sit on the fence, being decisive and willing to make a 'call'
- Being able to work and react quickly
- Putting things in plain English – it's a valuable and rare skill!
- Questions and answers

James Joy, Group General Counsel, **TomTom**

10:30 **Custodian of the Moral Compass and Your Role as Guardian of Ethics within the Business**

- Types of ethical issues facing the GC
- The impact of the Bribery Act on your ethics role
- Vetting third parties, bribery and corruption compliance as part of tendering process – Shell's recent approach
- Is it necessary for the in-house counsel to be the conscience of the company?
- Dealing with conflicts of interest – protecting the reputation of the business
- Organising compliance, structure and measure
- Questions and answers of the panel

Moderator: Dominic Buckwell, General Counsel, **GE SeaCo Group**
Don Hughes, General Counsel for Europe, Middle East and Africa, **Hitachi Data Systems**
Anne Riley, Associate General Counsel Antitrust, **Shell**
Cindi Moreland, Vice President and General Counsel, **Samsung Telecommunications America**
Sarah Walker, Partner, **Bird & Bird LLP**

11:15 **Fifteen Minute Focus – the Latest on Legal Privilege**

- European Court of Justice decision in *Akzo Nobel* – dealing with the aftermath
- The way forward after the *Three Rivers* judgment – the rights and liabilities test
- The erosion of privilege - what approach will you now take?
- Managing privilege internally/globally – protective measures
- Managing investigations creatively in-house without privilege

11:30 Morning Refreshments

THE BUSINESS – OPTIMISING YOU & YOUR TEAM'S VALUE

11:45 **Mergers & Acquisitions - Identifying Opportunities and Avoiding the Pitfalls**

- Due diligence developments
- Reputational risk
- Crisis management
- Issues to avoid in preparing for a take over or merger scenario
 - dealing with the growing trend to attribute liability to the highest possible corporate entity in the company
- Sourcing finance – tips and traps
- Keeping a watchful eye on cross border transactions

12:30 **Getting to Know the Business and Meeting its Commercial Needs**

- Lawyers successfully embedding in the business: some organisational prerequisites
- What are the HR aspects of a good business partner?
- From internal service provider to business partner: can you change the mindset (at both ends)?
- Who must we influence in our business? Becoming a trusted partner of your CEO and CFO and the value of being on the Board
- Ideas on getting to know what is happening in, and the fluctuating key legal and commercial issues facing your business
- Meeting the challenge of walking the thin line between your business role and the independence of your legal advice
- Questions and answers

Moderator: Jörg Häring, General Counsel, **Siemens Fossil Power Generation**
Deepak Malhotra, Senior Vice President and General Counsel, **Constellation Wines Australia & Europe**
Victoria Davies, Director of Legal & Business Affairs & Company Secretary, **Ministry of Sound Group Limited**
Sunita Kaushal, General Counsel & Company Secretary, **De Vere Group**

13:15 Lunch

14:15 **Proving Your Worth to the Business and Managing Internal Expectations**

- How you want your team to be perceived in the business and achieving that perception ensuring the in-house team has maximum beneficial impact to the business
 - what are the schools of thought on the “don't do it” or “here are the risks” approaches?
 - what does “approval” by legal mean in reality?
 - managing expectations effectively, appeasing difficult clients and getting efficient instructions
 - prioritising your instructions
 - illustrating the value you bring
 - showing a reduction in external costs
 - communicating the way the team eases the strains on the business
 - helpful use of measures and KPI (key performance indicators) on those measures
 - practical and innovative pricing structures and alternative cost matrix suggestions
- Questions and answers

Moderator: Adam Smith, Group General Counsel, **DCNS**
Jonathan Smith, General Counsel, **Fujitsu UK and Ireland**
Manu Kanwar, Senior Legal Director, Head of Corporate/Commercial, **Yahoo! EMEA, Yahoo! Europe Ltd**
Kevin Mutch, Group Legal Director, **Fabergé**
Joanne Bennett, European Legal Director, **Hitachi Consulting**
Karel D'Hulst, Assistant General Counsel, **EMEA, Watts Industries Europe**

YOUR TEAM – MANAGEMENT MASTERCLASS

15:00 **Leading, Structuring and Motivating an Effective Legal In-house Team**

PANEL SESSION

Leading

- The difference between managing and leading
- Leading by pushing and pulling your team
- Evolving from a lawyer to a senior business leader
- Getting the team to appreciate the areas of value it brings to the business and maintaining the standard

Structuring

- How to organise your team and achieve useful reporting lines
- Particular factors to consider when structuring global teams
- Alternative structures for the in-house team
- Some shared experiences of differing team structures

Motivating

- Motivating and building the 'dream' team
 - Career planning aspects of team motivation
 - Getting the work-life balance right: Is it even achievable?
 - Questions and answers of the panel
- Moderator: Nicholas Eldred, Group General Counsel and Secretary, BBC**
Jonathan Smith, General Counsel, Fujitsu UK and Ireland
Jonas Deroo, Associate General Counsel, bpost
Kevin Mutch, Group Legal Director, Fabergé
Cindi Moreland, Vice President and General Counsel, Samsung Telecommunications America

15:45 Afternoon Refreshments

16:00 **Managing and Delegating the Work**

- Stemming the flow of work: surgeries, FAQs
 - Establishing internal rules on the use of legal
 - Practical tips for successfully handling the volume of work you face
 - The nature of the beast changes and the volume increases but the team size decreases: considering the changeable case load and building the optimum sized team
 - Delegation
 - creating a 'safe' pair of hands and relying on all your team
 - does the work really need to be done by a lawyer? - fully utilising other resources
 - Making you and your team indispensable but not subject to open flood gates
 - Maintaining good relationships and managing up and down effectively
 - Questions and answers of the panel
- Jonas Deroo, Associate General Counsel, bpost**

16:45 **Managing the Future Impact on Your Team of the Economic Pendulum**

PANEL SESSION

- Adapting to the swinging pendulum: recession and recovery
 - building strong teams and ensuring your team adapts effectively to changing work type needs
 - managing the implications for jobs and resources
 - developing the right diversity, culture and model
 - Budget and value adding considerations
 - Ringing the change: the influence of the policies and public expenditure cuts across European countries
 - Dealing with an increase of work in emerging markets
 - Questions and answers of the panel
- Moderator: Manu Kanwar, Senior Legal Director, Head of Corporate/Commercial, Yahoo! EMEA, Yahoo! Europe Ltd**
Deepak Malhotra, Senior Vice President and General Counsel, Constellation Wines Australia & Europe
Rachel Jacobs, General Counsel, Informa Group plc

17:20 **Case Study - Essential Strategy Planning for your Legal Team A session considering the lessons learned from a 360° feedback survey at Invensys**

- Successfully obtaining and interpreting feedback
 - What does the feedback tell us about the legal services your team provides, do they meet the commercial requirements of the business?
 - Using feedback to prioritise the work of your team and to prepare a realistic strategy and annual plan for the legal team
 - Monitoring your teams performance against the annual plan
 - Questions and answers
- Nils Breidenstein, Associate General Counsel & Acting Chief IP Counsel, Invensys Group**

18:00 Close of Conference

18:10 **Drinks Reception – join your peers for some relaxed networking**



Day Two, Wednesday 22nd June 2011

09:00 Chair's Introduction
Sally Shorthose Partner Bird & Bird LLP

OUTSIDE THE TEAM - OUTSOURCING

09:15 **Managing the "Outside" Legal Support Team**
 A session exploring practical experiences in managing your budget and getting the best from your external lawyers and service providers

- Cost reduction measures
 - managing non-lawyer service providers in India and other cost cutting locations
 - reducing translation costs
 - effective tendering
 - Feedback requests – why they should be part of the culture
 - Panel Discussion: Should the GC increase direct contact with chambers?
 - advantages and disadvantages
 - practical implications
 - Questions and answers of the panel
- Moderator: Nigel Liddell, Head of Legal, EMEA, Bravura Solutions(UK) Limited**
Marten Bezemer, Associate General Counsel EMEA, Plantronics BV
Stephen Spracklin, General Counsel, Samsung Electronics Canada Inc.
Alistair Webster QC, Leader of Business Crime & Regulatory Team, Lincoln House Chambers
Adam Smith, Group General Counsel, DCNS

IMPROVING EFFICIENCY

10:00 **Using Legal Technology to Compliment the Strategy of Your Legal Team**

- Technology as an essential tool to manage legal operations globally – contact data bases etc.
 - facilitate collaboration between team and client – e.g. transparency through access to live matters
 - drive efficiencies - using document management systems
 - train the team e.g. e-learning
 - Bringing legal technology up to the level of technology used elsewhere in your business
 - Providing budget to accommodate technology within the team
 - Questions and answers
- Catherine Avis, Contract Negotiator Benelux, Cisco Systems International BV**

- 10.45 **Fifteen Minute Focus – the Latest on Cloud Computing**
- 📌 A powerful tool
 - 📌 Cost benefits
 - 📌 The future impact to the in-house lawyer
- Nigel Liddell**, *Head of Legal, EMEA, Bravura Solutions (UK) Limited*
- 11.00 Morning refreshments
- 11.20 **Tackling Abuses of Social Media and Managing Reputation Risk**
- 📌 What can you keep and access
 - 📌 What can you expect in discovery in a social media related dispute?
 - 📌 Crisis management – what can be done to minimise the risk to reputation
 - 📌 Regulatory aspects – monitoring the use and prevention of abuse of social media
 - 📌 Data privacy – what are the parameters
 - 📌 Where does the future of social media lie?
 - 📌 Internal social media groups
 - 📌 Questions and answers

- 12.05 **Auditing the Business for Areas of Legal Risk**
- 📌 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
- Frank Govaerts**, *Vice President & Deputy General Counsel, Europe, Coca Cola Enterprises Inc.*
Armand A. Hofstijzer, *Managing Director, Aon Global Risk Consulting*
Michael Miller, *Global Head of Legal & Compliance & Company Secretary, ING Direct*
Stephen Spracklin, *General Counsel, Samsung Electronics Canada Inc.*

12.50 Lunch

- 13.50 **Select one session from the following three options which will run along side one another**

Option 1

Antitrust/Competition Law: Highlights of 2010 and a Look Forward to 2011

- 📌 Latest pitfalls - case law highlights
- 📌 Competition law and e-commerce
- 📌 Practical tips for managing competition risk in your business
- 📌 Danger areas
- 📌 Questions and answers

Philipp Werner, *Partner, McDermott Will & Emery/Stanbrook LLP*

Option 2

Update on Bribery and Corruption

- 📌 Bribery Act 2010 – ‘adequate procedures’, the latest on the defence mainstays
- 📌 Prosecutions under the FCPA
- 📌 What can be done practically to avoid sanctions
- 📌 Compliance going forward and into the future
- 📌 Recent prosecutions – five practical steps
- 📌 Questions and answers

Don Hughes, *General Counsel for Europe, Middle East and Africa, Hitachi Data Systems Limited*

Option 3

Leading Your Team Masterclass

A highly interactive, practical session (including some role play) honing the legal team leaders’ skills and working through case studies tackling a series of difficult issues and scenarios.

David Brimacombe, *Consultant, Nestor Advisors*

David was Head of Legal, Compliance and Regulatory Risk at Standard Chartered Bank with over 19 years experience at the bank in a legal capacity. He is now a corporate governance professional, consultant and mentor for In-house lawyers with Nestor Advisors.

14.40 Refreshment Break

- 14.55 **Select one session from the following three options which will run along side one another**

Option 1

Essential Practical Brands & IP Round-Up Copyright

- 📌 Copyright in databases
- 📌 Digital Economy Act: What you need to know in relation to peer-to-peer file-sharing

Brands and Trademarks

- 📌 On-line abuse – Google Ad word abuse & search term abuse

Branding strategy

- 📌 Latest developments relating to domain name disputes
- 📌 Licensing brands: When do you need a license?

Advertising and Sponsorship

- 📌 Update on ambush marketing disputes
- 📌 Questions and answers

Option 2

Five 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

1 Companies Act 2006 and Governance

The final chapter and recent case-law, including:

- directors’ duties and directors disqualifications
- execution of documents
- dealing with distressed counterparties

2 Restructuring Compendium – Tackling reorganisations and M&A activity

3 Trading Update - The “perfect storm” of new laws affecting how you trade and the way products/services are sold, priced and described across EU

4 The Cross Business European Regulation Agenda -

Key developments in the pipeline for 2011

- E-commerce Directive – update on cookie opt ins
- employment
- data protection

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

A GC’s Update on Corporate Governance

What a GC needs to know on European developments in Corporate Governance

David Brimacombe, *Consultant, Nestor Advisors*

15:45 Close of Day Two

Being an in-house lawyer is a highly demanding wide-reaching role. Senior in-house counsel command responsibility for vast areas of the business including:

- ▶ compliance and contracts
- ▶ custodian of ethics
- ▶ identifying the opportunities and challenges
- ▶ helping your business achieve its goals
- ▶ managing the business risk and reputation

We have heard from you how the pressures of the role continue to increase as the tumultuous economy drives litigation figures up and squeezes resources to their limits. This conference is tailored to deliver to you, in one refreshing and engaging event, advice on how to respond to these growing pressures. Enjoy this opportunity to hear from, and discuss with your peers, the practical measures they are taking to tackle the challenges of the role as individuals, as team leaders and most importantly as key players and the respected voice in their business.

To book your place simply complete and return the enclosed booking form, contact customer services on +44 (0)20 7017 5503 or email professionalcustserv@informa.com. Alternatively visit www.ibclegal.com/eurocounsel.

I look forward to seeing you at this important and exciting event.

Kind regards,

Sarah Cole
IBC Legal Conferences
An Informa Business

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P.S. Hear from a top company CEO about your role from the CEO's perspective!, CEO to be announced before the event

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If you're an in-house professional this conference is tailored to benefit you, particularly:

- ▶ In-House Legal Advisors
- ▶ Heads of Legal Affairs
- ▶ General Counsel
- ▶ Company Secretaries

"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

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

"What was 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

"Informative and relevant with some particularly thought provoking topics"
S Lyell
G4S

"An excellent conference with quality speakers on a range of topics of practical relevance to today's in-house lawyer."
C Forbes
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"Very interesting session on 'Developing High Performing Diverse Legal Teams'. Useful and necessary input for AGC"
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Please contact **Ayo Fagbohun** on +44 (0)20 7017 4196 or e-mail ayo.fagbohun@informa.com

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European In-house Counsel 2011

21st & 22 June 2011 • Radisson Blu, Amsterdam, The Netherlands

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KW8098
21st & 22 June 2011

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