

# In-house Counsel 2009

In-house counsel save up to £1340 by booking early!

"In just two days the conference provided me with updates on all legal topics relevant to my work. Well done!"

(Past delegate, VisitBritain)

The definitive 'one-stop-shop' for essential legal, commercial and management updates for the busy in-house lawyer

27-28 May 2009, Sofitel St James, London

Benefit from the experience and expertise of an exceptional panel of speakers including:

**Robert Swade**  
Chief Legal Officer & General Counsel  
Jumeirah Group

**Richard Bennett**  
Group General Manager,  
Legal & Compliance  
HSBC

**Suzanne Smith**  
General Counsel  
Kurt Geiger

**James Blendis**  
General Counsel & Company Secretary  
T-Mobile

**Adrian Morris**  
General Counsel  
British Gas

**Soren Lundsberg-Nielsen**  
Group General Counsel  
G4S

**Richard Tapp**  
Company Secretary and Director of Legal Services  
Carillion

**Ruth Steinholtz**  
Former General Counsel  
Borealis

**Deepak Malhotra**  
SVP & General Counsel  
Constellation Brands

**Edward Solomons**  
Director of Legal Services  
Metropolitan Police Service

**Amber Blake**  
General Counsel  
QVC

**Maninder Gill**  
Legal & HR Director  
Harvey Nichols

**Mark Serfozo**  
Chief Counsel, Compliance & Regulation  
BAE Systems

**Nils Breidenstein**  
Director, Legal & Contracts, EMEA  
Invensys

**Wolf von Kumberg**  
Legal Director, EMEA  
Northrop Grumman

**Peter Smith**  
Managing Director  
FirstAssist Legal

## Don't miss the expert advice and guidance you need to:

- ▶ **Control external legal spend without jeopardising quality** through tight internal control, analysis of the outsourcing options, making external counsel run faster and forming a panel of chambers
- ▶ **Raise your profile** as an in-house lawyer to become a trusted and integrated business partner
- ▶ **Develop high-performing legal teams** by setting a defined vision and strategy for your team
- ▶ **Capitalise on the opportunities of a down-turn** by considering the legal and commercial implications of struggling stakeholders
- ▶ **Optimise resources and get results** with a discussion of the changing face of dispute resolution
- ▶ **Protect your corporate reputation** by building and implementing a comprehensive compliance and ethics programme for your business

### → PLUS

- 15 General Counsel speakers:** Get practical solutions from established and experienced legal leaders
- 12 CPD Hours:** Obtain ¾ of your annual requirements in one go!
- 8 Topical roundtable discussions:** Design the programme around your own training needs and areas of focus with a choice of parallel sessions
- 4 Interactive workshop sessions:** Roll your sleeves up and get involved to ensure you leave with answers to all your burning questions
- 2 Exclusive networking functions:** Extend your network of contacts by meeting with leading in-house lawyers from across Europe and beyond

### Sponsors:

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**In-House Lawyers Association**

# In-house Counsel 2009

27-28 May 2009  
Sofitel St James, London

## Upcoming events for your diary...

### Cartel Risks

6th March 2009 • Brussels  
[www.ibclegal.com/cartels](http://www.ibclegal.com/cartels)

### Defamation & Privacy

10th March 2009 • London  
[www.ibclegal.com/defamation](http://www.ibclegal.com/defamation)

### International Construction Contracts & Conflict Management

22nd – 23rd April 2009 • London  
[www.ibclegal.com/constructionlaw](http://www.ibclegal.com/constructionlaw)

### Advanced EC Competition Law

22nd – 23rd April 2009 • London  
[www.ibclegal.com/advancedlondon](http://www.ibclegal.com/advancedlondon)

### Airlines, Airport Infrastructure and Competition Law

27th April 2009 • Brussels  
[www.ibclegal.com/aviation](http://www.ibclegal.com/aviation)

### Professional Negligence

11th June 2009 • London  
[www.ibclegal.com/profneg](http://www.ibclegal.com/profneg)

### Pharma Law Summer School

6th – 7th July 2009 • London  
[www.ibclegal.com/plss](http://www.ibclegal.com/plss)

### IT Law Summer School

3rd – 7th August 2009 • Cambridge  
[www.ibclegal.com/itlawsschool](http://www.ibclegal.com/itlawsschool)

### EC Competition Law Summer School

10th – 14th August 2009 • Cambridge  
[www.ibclegal.com/eccompschool](http://www.ibclegal.com/eccompschool)

### IP Law Summer School

17th – 21st August 2009 • Cambridge  
[www.ibclegal.com/iplawss](http://www.ibclegal.com/iplawss)

In-House Counsel are under unprecedented pressure to reduce costs yet uphold the quality of the legal service they are providing. Furthermore, as the credit crunch turns to a resource crunch, your time is more precious than ever. The agenda for IBC Legal's 7th In-House Counsel Forum is therefore designed so you can build the programme that addresses all your top challenges relating to legal team management, relevant legal developments and optimising resource, in just 2 days out of the office. With prices dropped to lower than those in 2007 this is the perfect opportunity to get all the updates you need to be a trusted and integrated business partner within your organisation. We look forward to seeing you there!

## Meet our featured sponsors at In-House Counsel Forum 2009:



**Fasken Martineau** is a UK commercial law firm and part of the global partnership of Fasken Martineau DuMoulin. The firm is the only commercial law firm practising both UK and Canadian law.

The London office's core strengths include its accredited expertise in natural resources, M&A, intellectual property and publishing. The litigation team deals with a wide variety of contentious matters and its lawyers are part of the Reputation Management team which advises on the whole range of reputation management issues, including:

- defamation (including pre-publication reviewing) • confidence and privacy
- passing off and copyright • domain name 'hijacking'.



**FirstAssist** Legal Protection is an acknowledged leader in the UK legal protection market, with 30 years' experience and expertise. We provide a complete range of After the Event (ATE) legal expenses insurance products covering the full range of legal actions when a case is run on a conditional

fee agreement. ATE helps you litigate in a cost-free, risk-free way. Talk to your solicitor about litigation funding solutions for your case.

## SPONSORSHIP OPPORTUNITIES

This conference has a track record of attracting senior commercial counsel and, therefore, will present an excellent opportunity to network in a relaxed environment with a tightly targeted industry audience. **Sponsorship opportunities at this conference include:**

- Leading a roundtable • An exhibition space at the conference • Hosting networking receptions

For Sponsorship Opportunities please contact: Ted Bailey: + 44 (0)20 7017 4174, [ted.bailey@informa.com](mailto:ted.bailey@informa.com)

## Important Conference Information

### CPD points

Attendance at this conference will entitle you to 12 CPD hours from the Solicitors' Regulation Authority. Bar Council CPD hours are also available, email [ibclegal@informa.com](mailto:ibclegal@informa.com) for more information

### Conference Documentation

If you are unable to attend, why not pass the brochure on to a colleague? Don't forget you need not miss out; the conference notes are available after the event for only £295.

To order copies or for further information contact our customer services team:  
Tel: +44 (0) 20 7017 5503  
[professionalcustserv@informa.com](mailto:professionalcustserv@informa.com)

### Got a large team that would benefit from this conference?

You may not be aware that Informa is not only a provider of senior-level networking conferences, but is also a leading provider of specialist in-house training. It could be more cost-effective for us to design a programme designed specifically for you and bring it into your office.

- Large registration cost savings
  - No travel expenses
  - Tailor-made programme
- Contact Ted Bailey on +44 (0)20 7017 4174 or [ted.bailey@informa.com](mailto:ted.bailey@informa.com) to discuss this option

### Postgraduate Legal Distance Learning Courses

Gain a recognised university qualification at work, at home or on the move. Apply your learning and new skills to your work immediately and help further your career with these legal courses offered in association with Informa Professional Academy. Courses for 2009 include: **EC Competition Law, Copyright Law, European Union Law, Economics for Competition Law (Kings College London) and Business Law, Medical Law, Sports Law, Environmental/Food Law, Employment Law (De Montfort University)**. All courses start in Autumn 2009, for further information call +44 (0)20 7017 5906, email: [andrew.pini@informa.com](mailto:andrew.pini@informa.com) or visit [www.informaprofessionalacademy.com](http://www.informaprofessionalacademy.com)

## CONFERENCE DAY ONE

08.30 Registration & Refreshments

09.00 Chairperson's Welcome

### 09.10 **Raising your Profile as an In-House Lawyer and Becoming a Trusted Business Adviser**

- ▶ What are the most effective ways for in-house lawyers to ensure that they are involved in the business and consulted from the outset?
- ▶ How are in-house lawyers perceived and valued within the business?
- ▶ How can in-house lawyers utilise communication skills, leadership techniques and business acumen to increase their profile and influence?
- ▶ How does the role of the in-house lawyer in the Middle East compare to the role in the UK?

**Robert Swade, Chief Legal Officer & General Counsel, Jumeirah Group**

**General  
Counsel  
Case study**

### 09.50 **Maximising Opportunities in a Downturn: Every Cloud Has a Silver Lining**

- ▶ Managing change in uncertain times
- ▶ Key considerations when suppliers or competitors are struggling
- ▶ Contract negotiation – a buyer's market
- ▶ Talent management – a recruiter's market
- ▶ Employee motivation
- ▶ Performance management

**Suzanne Smith, General Counsel, Kurt Geiger**

**General  
Counsel  
Case study**

**"Good content, good networking, and a well designed mix between legal and compliance issues."**

(Past delegate, Airbus SAS)

10.30 Morning Coffee & Networking

### 11.00 **Interactive Workshop Sessions**

Select one of these parallel workshop sessions depending on your level of experience:

#### A) **Developing High Performing Diverse Legal Teams**

Through a combination of presentations, discussions and practical exercises, this workshop provides General Counsel, and those currently managing or who aspire to manage a team; with practical lessons on:

- ▶ Building a high performance legal team from scratch or from wherever you are starting...
- ▶ How to develop a team spirit in a "virtual" team
- ▶ How to develop your own people management skills and why it is important that you do so
- ▶ Why you need a vision and a strategy and how to develop one
- ▶ Fostering career development and training and mentoring as part of the "learning environment"
- ▶ The advantages of working with a coach, and how to do it

**Ruth Steinholtz, Former General Counsel, Borealis**

#### B) **How to Succeed as an In-House Counsel**

This interactive workshop will provide in-house counsel with tips and tricks for success in the role of in-house lawyer, covering areas including:

- ▶ Practical tips for thinking and speaking like business people
- ▶ Adapting your style of providing legal advice
- ▶ Career development: How to move up and where to go after in-house?
- ▶ Managing your personal development in a large or small department
- ▶ Ensuring you receive appropriate work to build your experience
- ▶ Handling work without involving external counsel
- ▶ Where to turn for assistance with legal questions without the back-up resources of a law firm
- ▶ Coping with the pressure and immediacy of advice required in-house

**Richard Tapp, General Counsel, Carillion**

**Richard Bennett, Group General Manager, Legal & Compliance, HSBC**

**Amber Blake, General Counsel, QVC**

12.30 Lunch

### 13.40 **Setting the Strategy and Direction for Your Team**

Over the last two years Adrian Morris has transformed the legal and regulatory team at British Gas. By defining and implementing a clear strategy, his team has become a critical commercial unit that is deeply integrated across the British Gas business.

- ▶ Why is a strategy for your team so important?
- ▶ Aligning the work of the legal team with the objectives of the business
- ▶ Creating clear accountabilities
- ▶ Influencing business priorities internally and externally
- ▶ Measuring performance against the strategy
- ▶ Changing the way your team operates and how it is viewed by the business
- ▶ Creating a self-fulfilling prophecy

**Adrian Morris, General Counsel, British Gas**

**General  
Counsel  
Case study**

### 14.15 **Panel Discussion: The Changing Face of Commercial Dispute Resolution**

- ▶ The effect on corporate counsel of the increasing reluctance to await the outcome of litigation/arbitration
- ▶ Winning negotiations to obtain the quick win
- ▶ Mediation as an alternative
- ▶ Conducting more aggressive up front investigations
- ▶ Ensuring you have the required skill set available as your workload evolves
- ▶ Effectively balancing the pressures for quality and cost reductions when managing disputes

**Kathy Bryan, President & CEO, CPR: International Institute for Conflict Prevention & Resolution**

Visit [www.ibclegal.com/inhousecounsel](http://www.ibclegal.com/inhousecounsel) for details of more panellists

15.00 Afternoon Tea & Networking

**Privilege:  
Where Do You Stand  
Now?**

**Corporate Reputation  
Management**  
*Robert Paydon, Partner,  
Fasken Martineau*

**Employment Law  
Challenges in a  
Downturn**

**Proactive Risk  
Mitigation**

*Wolf von Kumberg, Legal  
Director EMEA, Northrop  
Grumman*

### 15.15 Rotating Roundtable Sessions

Pick 3 options and come armed with your questions and take this opportunity to get the quick answers you need on the hottest legal topics for 2009.

**Are You Running Your  
Litigation on a Risk-Free  
Cost-Free Basis?**

*Peter Smith, Managing  
Director, FirstAssist Legal*

**Assessing the Value  
of Outsourcing:  
A Quantitative Approach**

**The IP  
& Competition  
Law Interface**

**Licensing  
& Franchising**

*Maninder Gill, Legal Director,  
Harvey Nichols*

17.30 Chairperson's Closing Comments & Close of Day One

## EVENING NETWORKING

### Gala Cocktail Reception

From 17:30

Relax and unwind with old friends and new acquaintances at this exclusive networking function and build your network of contacts.

### Networking Gala Dinner

From 19:00

Make the most of your time out of the office by meeting new friends and cementing new relationships while you enjoy dinner. Don't forget your business cards!

Invite colleagues, clients, partners and friends to this exclusive evening of culinary treats, entertainment and first-class networking for only £100 for the dinner and drinks. Simply remember to add their names to your booking form.

**Keep an eye on the event website for details of the dinner venue to be announced shortly!**

## CONFERENCE DAY TWO

09.00 Registration & Refreshments

09.30 Chairperson's Summary of Day One

### 09.40 **The Woolf Report - A Road Map to an Ethical and Compliant Company**

- ▶ A summary of the Woolf Committee and its terms of reference
- ▶ Overview of the Woolf Report and its recommendations
- ▶ The standards expected of ethical and compliant companies
- ▶ The importance of assurance and reporting
- ▶ Case study of the implementation of the Woolf Committee Recommendations at BAE Systems

*Mark Serfozo, Chief Counsel, Compliance & Regulation, BAE Systems*

**General  
Counsel  
Case study**

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

- ▶ 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*

**General  
Counsel  
Case study**

11.00 Morning Coffee & Networking

## 11.30 Interactive Workshop Sessions

Select the workshop session most relevant to your learning needs and area of work:

### A) Handling Internal and Regulatory Investigations

- ▶ Implementing a proactive plan to avoid widespread panic
- ▶ Responding to a dawn raid
- ▶ Assembling an appropriate team with a clear chain of command
- ▶ Tackling data protection and retention issues
- ▶ Increasing the efficiency of evidence handling by utilising technological solutions
- ▶ Dealing with multiple regulators
- ▶ Managing multi-jurisdictional investigations
- ▶ Minimising business disruption
- ▶ HR and employment law considerations
- ▶ Minimising adverse PR

Tracey Stretton, *Legal Consultant, Kroll Ontrack*  
Susan Knox, *Legal Consultant, Kroll Ontrack*

### B) Threats to Brands from the Internet

#### Part I: What are the threats?

- ▶ Types of online brand abuse
- ▶ Level and trends for major brands
- ▶ Key elements of a remediation strategy:
  - Defensive/offensive domain registrations
  - Detecting threats
  - Enforcement alternatives
- ▶ The new gTLD: Opportunity or threat?
- ▶ Case studies

#### Part II: Round table breakouts

- ▶ Developing a domain registration strategy
- ▶ Enforcing against online threats

Charlie Abrahams, *VP & General Manager EMEA, MarkMonitor*

13.00 Lunch

## 14.15 Controlling External Legal Spend: The MetLaw Way

- ▶ Why centralise legal service procurement?
- ▶ Constructing a diverse panel
- ▶ Dividing the work into lots
- ▶ Reflections on selection criteria
- ▶ MetLaw: A reception desk for all legal service requests
- ▶ A disciplined approach: Automated purchase order numbers and caps on costs
- ▶ Audit of fees and work quality
- ▶ Reports and identifying comparative costs of in-house and outsourced work

Edward Solomons, *Director of Legal Services, Metropolitan Police Service*

*General Counsel Case study*

## 14.45 Doing More with Less: The Future of Legal Service Delivery

- ▶ Assessing the drivers and challenges in alternative delivery models such as Legal Process Outsourcing
- ▶ Bridging the value gap: Pressures on external counsel to deliver value
- ▶ Review, retain, redeploy, reduce: Assessing the steps for change

Visit [www.ibclegal.com/inhousecounsel](http://www.ibclegal.com/inhousecounsel) for details of more panellists

**"A great combination of legal and managerial issues that in-house counsel faces"**

(Past delegate, Vodafone)

15.30 Afternoon Tea & Networking

## 16.00 Forming a Panel of Chambers: Is This the Way Forward?

- ▶ The changing face of the Bar and the take up of direct access
- ▶ Fees: Flexibility and certainty
- ▶ When to instruct direct
- ▶ Advantages over law firms
- ▶ Challenges and pitfalls to watch out for
- ▶ Tips and strategies for success

James Blendis, *General Counsel & Company Secretary, T-Mobile*

*General Counsel Case study*

## 16.30 Panel Debate: Making External Counsel Run Faster For You

Pushing your law firms for the best possible deal is more important than ever as corporate counsel are facing unprecedented pressure to cut costs. However, as the credit crunch leads to a resource crunch, the call on people's time is enormous so now is the time to call on your panel of law firms for resource assistance as you consider alternative fee arrangements to the traditional billable hour. As a top 3 issue for every corporate counsel, this is certain to be a lively and entertaining debate!

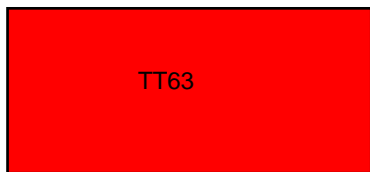
For corporate counsel **Deepak Malhotra, SVP & General Counsel, Constellation Brands**  
**Nils Breidenstein, Director, Legal & Contracts, Invensys**

For the law firms Visit [www.ibclegal.com/inhousecounsel](http://www.ibclegal.com/inhousecounsel) for details of more panellists

17.15 Closing Q&A & Conference Round-Up

17.30 Close of Forum

Please quote the below VIP number when registering



## FIVE EASY WAYS TO REGISTER



**Telephone:**  
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Please remember to quote  
KW8039-TT63



**Fax:**  
Complete and send this  
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London  
SW1E 5DR  
UK

Payment should be made within 14 days of registration. All registrations must be paid in advance of the event. Your VIP number is on the address label. If there is no VIP number, please quote KW8039

## HOW MUCH?

|                                      | Public Sector<br>In-House Lawyer  | Private Sector<br>In-House Lawyer   | Private Practice<br>Lawyers & Others  |
|--------------------------------------|---|---|---|
| Register by<br>6th March<br>2009     | <b>SAVE £1340</b><br><input type="checkbox"/> £559.20 + VAT<br>@ 15 % (£643.08) | <b>SAVE £1200</b><br><input type="checkbox"/> £699 + VAT<br>@ 15 % (£803.85)  | <b>SAVE £200</b><br><input type="checkbox"/> £1699 + VAT<br>@ 15 % (£1953.85) |
| Register by<br>24th April<br>2009    | <b>SAVE £1260</b><br><input type="checkbox"/> £639.20 + VAT<br>@ 15 % (£735.08) | <b>SAVE £1100</b><br><input type="checkbox"/> £799 + VAT<br>@ 15 % (£918.85)  | <b>SAVE £100</b><br><input type="checkbox"/> £1799 + VAT<br>@ 15 % (£2068.85) |
| Register after<br>24th April<br>2009 | <b>SAVE £1180</b><br><input type="checkbox"/> £719.20 + VAT<br>@ 15 % (£827.08) | <b>SAVE £1000</b><br><input type="checkbox"/> £899 + VAT<br>@ 15 % (£1033.85) | <input type="checkbox"/> £1899 + VAT<br>@ 15 % (£2183.85)                     |

Yes, I would like to attend the drinks and dinner reception for an additional £100  
 Yes, I would like to bring \_\_\_ guests, at £100 each. Their names are

Savings include Early Booking Discounts. All additional discounts can only be applied at the time of registration and discounts cannot be combined. All discounts are subject to approval. Please note the conference fee does not include travel or hotel accommodation costs. **£200 discount for 3rd and subsequent delegates.**

## THREE EASY WAYS TO PAY

- Cheque. Enclosed is our cheque for £ ..... in favour of Informa UK Ltd  
Please ensure that the Reference Code **KW8039** is written on the back of the cheque  
 Credit Card. Please debit my:  VISA  AMEX  MASTERCARD  DINERS

Card No: \_\_\_\_\_ CVV Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

please note that credit cards will be debited within 7 days of your registration on to the conference

By Bank transfer: Full details of bank transfer options will be given with your invoice on registration.

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**Additional Requirements** Please notify IIR at least one month before the conference date if you have any additional requirements e.g. wheelchair access, large print etc.

**Cancellations** Confirm your cancellation in writing two weeks or more before the event and receive a refund (if applicable) less 10% + VAT. Should you cancel 1 week before the event then you will receive a refund (if applicable) less 50% + VAT service charge. Regrettably, no refunds can be made for cancellations received less than one week prior to the event. If you're unable to attend, a replacement delegate is welcome at no extra cost, however sharing of tickets during the event is not allowed.

## WHEN AND WHERE

**KW8039**  
27-28 May 2009

**Venue:** Sofitel St James  
6 Waterloo Place  
London  
SW1Y 4AN  
UK  
Tel: +44 (0)20 7747 2200  
Fax: +44 (0)20 7747 2210

Delegates are responsible for the arrangement and payment of their own travel and accommodation. Informa has arranged a special room rate for Informa delegates. If you wish to book a room, please contact Zibrant, call +44 (0)1332 285590; email [informa@zibrant.co.uk](mailto:informa@zibrant.co.uk) or visit [www.zibrant.co.uk/informa](http://www.zibrant.co.uk/informa). Please book early to avoid disappointment - some destinations fill up quickly.

## PERSONAL DETAILS

**1st Delegate** Mr/Mrs/Ms

Job title \_\_\_\_\_ Department \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

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**3rd Delegate** Mr/Mrs/Ms

Job title \_\_\_\_\_ Department \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
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Name of your Line Manager Mr/Mrs/Ms

Job title \_\_\_\_\_ Department \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

Booking Contact Mr/Mrs/Ms

Job title \_\_\_\_\_ Department \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

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## COMPANY DETAILS FOR INVOICING PURPOSES

Company Name \_\_\_\_\_

Postal Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Nature of Business \_\_\_\_\_

Billing Address (if different from above address) \_\_\_\_\_

Billing E-mail Address: \_\_\_\_\_

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**In-House Counsel Forum 2009 - £295 (no VAT)**

We regret Documentation Orders can only be processed on receipt of Credit Card details

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