

Register by 12th March 2010 and save £200

Plus, extra savings of up to 66% for in-house counsel!



Legal Leadership • Risk Management • Knowledge Building
One America Square, London • 25-26 May 2010

Dear Colleague,

- How can you **generate more value from your relationship with external counsel**? Are innovative ideas used by your peers really paying dividends?
- As a General Counsel, **how much should you be paid**? In line with other board members? Is your top lawyer even invited to sit as a member of the board at your company?
- What is **your personal liability**? Is it enough to cross your fingers and hope for the best?
- What's next? How can you best **manage your career path** for the future? What can you be doing to ensure the career development of the rest of your team?
- When are you ever going to get time to **update yourself on the key areas of law** you need to be up to date on in order to **minimise your company's exposure to business risk**?

There is only one event where you can combine the opportunity to discuss latest best practice in **legal leadership** with top in-house lawyers, hear how your peers are successfully **managing business risk** and **gain the legal updates you need** by building your own programme. So now is the perfect time to block out 25th – 26th May in your diary so you don't miss all this and more at:



Legal Leadership • Risk Management • Knowledge Building
One America Square, London • 25-26 May 2010

Some of the senior in-house lawyers already committed to sharing the lessons learnt from their years of experience with you include:

Luisa Edwards
Head of Legal, UK, Ireland & Benelux
Google

Tim Bratton
General Counsel
Financial Times

Delli Mireskandari
Head of Legal - Europe
Gap

Deepak Malhotra
Senior Vice President & General Counsel
Constellation Brands

Trevor Faure
Global General Counsel
Ernst & Young Global

Robert Swade
Chief Legal Officer & General Counsel
Jumeirah Group

Dominic Buckwell
General Counsel
GE Seaco

Lee Gage
Head of Legal & Company Secretary
Ben Sherman

Sara Sutcliffe
Director, Legal Services
British Olympic Association

Leanne Geale
Legal Services Coordinator
Shell International N.V.

Richard Tapp
General Counsel
Carillion

Frank Govearts
VP & General Counsel
Coca-Cola Enterprises EU Group

Register today to SAVE money!

Call: +44 (0)20 7017 5503 Fax: +44 (0)20 7017 4746 Email: professionalcustserv@informa.com
To register or for the latest programme please visit: www.ibclegal.com/inhousecounsel

Also benefit from the expertise of:

Chrissi Evans
Consultant, **BoxConsulting**;
Former General Counsel
DaimlerChrysler UK

Sally Shorthose
Partner
Bird & Bird

Richard Emanuel
Chief Operating Officer,
**Reynolds Porter
Chamberlain LLP**; Former
Partner, **Deloitte**

Gain practical advice that will help overcome some of the biggest challenges of your day-to-day role:

- ➔ Understand how to **identify and obtain value for money from your law firm**
- ➔ Progress your career and those of your team members to **retain talent and ensure development** with best practice from an award winning legal department head
- ➔ **Assess and minimise your personal liability** as an in-house legal advisor and ensure you are adequately protected
- ➔ **Minimise business risk** by implementing a watertight **compliance programmes** throughout your organisation
- ➔ Never enough time to read law reports? You're not the only one. Take this opportunity to **update yourself on the key areas of law relevant to your workload**, including:
 - Competition law
 - Corruption & bribery
 - Intellectual property
 - Corporate data protection
 - Outsourcing

And if that's not enough, here are **5 top reasons** why you should attend IBC Legal's 8th annual In-House Counsel Forum:

- 1. Gain inspiration** from fellow legal leaders and return to the office re-energised and ready to deliver results
- 2. Reassure yourself** that you're not the only one struggling with these challenges and find solutions that will save you time, effort and money when you get back into the office
- 3. Extend your network of contacts** who may be useful for advice, future opportunities and learning and take advantage of extra networking
- 4. Gain up to 12 CPD hours** which is $\frac{3}{4}$ of your annual requirements all in one go!
- 5. In-house counsel save up to an extra £1,140** on the cost of registering. This event isn't flooded with law firms and service providers - enabling you more opportunity to **network with your peers**

Call the bookings hotline today to reserve your place amongst your fellow in-house counsel and take advantage of these two days of knowledge sharing and best practice in relation to legal leadership, risk management and knowledge building.

The speakers and I look forward to meeting you there in May!

Best regards,



Catherine Watson
IBC Legal (An informa company)

P.S. Don't forget in-house lawyers save £1,140 on the cost of registering and even more if you bring your team! Last year a FTSE 100 Group General Counsel used the event to bring together his whole team for 2 days of learning, networking and team-building. A £200 discount is available for 3rd and subsequent delegates.

Sponsored by:



BIRD & BIRD

Want to profile your expertise to an audience of senior in-house lawyers?

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? If so, do your customers actually know about it? If you have a product or service senior in-house counsel should know about, call Catherine Watson on +44 (0)207 017 5005 for more information on how IBC Legal can help you meet your marketing objectives.

Register today to SAVE money!

Call: +44 (0)20 7017 5503 Fax: +44 (0)20 7017 4746 Email: professionalcustserv@informa.com
To register or for the latest programme please visit: www.ibclegal.com/inhousecounsel



Legal Leadership • Risk Management • Knowledge Building

One America Square, London • 25-26 May 2010

CONFERENCE DAY ONE

09.30 Registration & Refreshments

09.30 Chairperson's Welcome

Sally Shorthose, *Partner, Bird & Bird*

09.45 **The Smarter Legal Model: More From Less**

The award-winning Smarter Legal Model, currently taught at Harvard Law School, is a practical "toolbox" of innovative methodologies which have been applied on a multi-million dollar scale and proven to:

- Increase legal coverage by maximising individual potential
- Reduce legal costs
- Improve both compliance and client satisfaction at the same time
- Replace the traditional law firm-client tension with a mutually-profitable partnership

The full Model is available at www.practicallaw.com/about/morefromless

Trevor Faure, *Global General Counsel, Ernst & Young Global*

10.30 **Managing Your Team in Times of Change**

Tim Bratton, *General Counsel, Financial Times*

11.15 Morning Coffee & Networking

11.30 Case Study: **In-House Counsel: Business People Before Lawyers?**

- Assessing the differences between business teams and in-house lawyers
- How are in-house lawyers perceived and valued within a business?
- Is the successful in-house lawyer one who thinks as a business person first and a lawyer second?
- What are the most effective ways for in-house lawyers to ensure that they are viewed as an integral part of the management team and trusted business advisers?
- How can in-house lawyers utilise communication skills, leadership techniques and business acumen to increase their profile and influence?

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

12.15 Panel Discussion: **Generating Maximum Value from Your Relationships with External Advisors**

- What is the future of the legal services market and how is this going to impact your relationships with law firms?
- Leveraging the value of your brand
- Are law firms different to any other service provider?

Sara Sutcliffe, *Director of Legal Services, British Olympic Association*

Delli Mireskandari, *Head of Legal - Europe, Gap*

Deepak Malhotra, *Senior Vice President & General Counsel, Constellation Brands*

Leanne Geale, *Legal Services Coordinator, Shell International B.V.*

Chrissi Evans, *Consultant, BoxConsulting; Former General Counsel, DaimlerChrysler*

13.15 Lunch

14.30 **Getting Your People to Work Harder, Smarter, Better**

- Alternative models for resourcing your team
- Weeding out lower level issues by educating internal clients

Register today!

T: +44 (0) 20 7017 5503 F: +44 (0) 20 7017 4746 E: professionalcustserv@informa.com

To register or for the latest programme please visit: www.ibclegal.com/inhousecounsel

15.15 Afternoon Tea & Networking

15.45 Making the Transition from Private Practice to In-House

- How they differ
- Understanding your business and industry
- Responding to business and industry needs
- Responding to the market
- Versatility and flexibility

Lee Gage, Head of Legal & Company Secretary, Ben Sherman

16.30 Value for money from your law firm? How to spot it. How to get it.

You've got great lawyers, but are you getting great value? How can you find it? How can you unlock it?

- Where does value lie? What does it look like?
- 6 questions that will reveal a firm's propensity to deliver value
- Appointing for value v. managing for value

Richard Emanuel, Chief Operating Officer, Reynolds Porter Chamberlain LLP; Former Partner, Deloitte

17.00 Chairperson's Closing Comments & Close of Day One

EVENING NETWORKING



Dinner & Drinks Reception From 17:30

Head to the stylish nearby offices of Reynolds Porter Chamberlain LLP to relax and unwind with old friends and new acquaintances whilst enjoying drinks and dinner overlooking the picturesque St Katherine's Dock.

CONFERENCE DAY TWO

09.00 Registration & Refreshments

09.15 Chairperson's Introduction

Sally Shorthose, Partner, Bird & Bird

09.30 Managing Talent within In-House Legal Teams

Despite the vast difference in the size of the legal teams at Google and Coca-Cola, the need to retain and develop talent is equally high. Understand the approaches that these two high-profile companies take towards managing talent within their legal departments:

- Managing your own development alongside that of your team
- Establishing pan-European working groups as a tool to distinguish high-fliers
- Developing lawyers into business lawyers
- Striving to prevent an exodus of talent with a promotion prospects to maintain motivation

Luisa Edwards, Head of Legal, UK, Ireland & Benelux, Google

Frank Govearts, VP & General Counsel, Coca-Cola Enterprises EU Group

10.30 Morning Coffee & Networking

11.00 Preparing for the Influx of Principles-Based Regulation

- Identifying new areas of legal risk for your business
- The role of in-house counsel in interpreting the new principles
- Is this an opportunity for in-house lawyers to enhance their role and increase responsibility?

11.45 Case Study: **Setting Up an Effective Ethics Programme**

Register today!

T: +44 (0) 20 7017 5503 F: +44 (0) 20 7017 4746 E: professionalcustserv@informa.com

To register or for the latest programme please visit: www.ibclegal.com/inhousecounsel

12.30 Lunch

13.30 Outsourcing

- Outsourcing: What and why?
- The fundamentals
- What should you look out for?
- How to make your outsourcing successful
- Current trends

Richard Tapp, *General Counsel, Carillion*

13.30 Avoiding the Long Arm of the Law: Corruption & Bribery

In the run-up to the enactment of the Bribery Bill in the UK and as the US remains vigilant in enforcing the Foreign Corrupt Practices Act against European based entities, it is essential that you have assessed the risks that your organisation faces:

- Analysing and prioritising risk factors
- Determining whether to implement a rules-based or values-based policy
- Successfully handling an intrusive investigation and dawn raid situations
- Implementing a thorough training and monitoring system
- Reporting potential breaches

14.30 Competition Law Updates: What Do You Need To Know?

- Policy changes resulting from the change of Commissioner
- Impact of a potential overhaul in state aid rules
- The pros and cons of implementing a competition compliance programme in the eyes of the OFT and the Commission
- Updates to the EC procedures relating to how the EC conducts investigations
- Navigating Article 102 (formerly Article 82) in relation to dominance
- Cartel investigations in the light of *Air Cargo* and rules relating to 'single and continuous infringement'
- How is the OFT's pursuance of 'hub and spoke' cases going to affect retailers and suppliers?

14.30 Corporate Data Protection

OR

Practical Intellectual Property Developments for the Busy In-House Lawyer

Bird & Bird

15.30 Afternoon Tea & Networking

16.00 Panel Discussion: Top Topics for In-House Counsel in the 2010s

- When are GCs going to get paid equivalent to other board members?
- Is now the time to offshore lower level work?
- What do you need to know about legal privilege?
- What is the future for the provision of legal services?
- What is your personal liability and how you can you limit your exposure to risk?
- Does increasing volume of principles-based regulation give in-house counsel the opportunity to broaden the scope of their role and take additional responsibility?

Dominic Buckwell, *General Counsel, GE Seaco*

Other speakers to be confirmed

17.00 Chair's Closing Remarks

Register today!

T: +44 (0) 20 7017 5503 F: +44 (0) 20 7017 4746 E: professionalcustserv@informa.com

To register or for the latest programme please visit: www.ibclegal.com/inhousecounsel

VIP Code:

Fax back to: +44 (0)20 7017 4746. Alternatively, email professionalcustserv@informa.com, call +44 (0)20 7017 5503, visit www.ibclegal.com/inhousecounsel, or post this form to Bookings Dept., PO Box 406, West Byfleet, Surrey, KT14 6WL, UK. Please quote your VIP Code (given above) when registering.

Name, Title
Company
Add1, Add2
Add3, Add4

In-House Counsel Forum (KW8082)
25th & 26th May 2010 • One America Square, London

	<i>Public Sector In-House Lawyer</i>	<i>Private Sector In-House Lawyer</i>	<i>Private Practice Lawyers and Others</i>
Register by 12th March	<input type="checkbox"/> £559.20 + VAT @ 17.5% (£657.06) SAVE £1340	<input type="checkbox"/> £699 + VAT @ 17.5% (£821.33) SAVE £1200	<input type="checkbox"/> £1699 + VAT @ 17.5% (£1996.33) SAVE £200
Register by 23rd April	<input type="checkbox"/> £639.20 + VAT @ 17.5% (£751.06) SAVE £1260	<input type="checkbox"/> £799 + VAT @ 17.5 % (£938.83) SAVE £1100	<input type="checkbox"/> £1799 + VAT @ 17.5 % (£2113.83) SAVE £100
Register after 23rd April	<input type="checkbox"/> £719.20 + VAT @ 17.5% (£845.06) SAVE £1180	<input type="checkbox"/> £899 + VAT @ 17.5% (£1056.33) SAVE £1000	<input type="checkbox"/> £1899 + VAT @ 17.5% (£2231.33)

1st Delegate Name Job Title Dept.....

2nd Delegate Name Job Title Dept.....

3rd Delegate Name Job Title Dept.....

An additional £200 discount applies for 3rd and subsequent delegates. Please notify IBC when booking.

Name & Job Title of Your Line Manager

Name & Job Title of Booking Contact.....

Company: Type of industry:

Address:

Tel: Fax:

My e-mail address is:

YES! I would like to receive information about future events and services via fax.

I would like to receive information about future events and services via email. By giving you this address I am giving only Informa companies the permission to contact me by email. Our statement of integrity can be found on our website at www.iir-events.com/iir-conf/privacypolicy.aspx

YES! PLEASE SIGN HERE TO CONFIRM THE ABOVE.....

3 EASY WAYS TO PAY:

1. BY CREDIT CARD

Please charge to: AMEX VISA MASTERCARD DINERS

Card Number:

CVV Number (3 digit security code on the reverse of card, 4 digits for AMEX card)

Expiry Date:

Your Signature: Cardholder Name:

Cardholder Address:

2. BY CHEQUE Cheques should be made payable to Informa UK Ltd. Please quote KW8082 on back of cheque.

3. BY BANK TRANSFER Bank Transfer: Full details of bank transfer options will be given with invoice

All posted registrations must be accompanied by a cheque or credit card details. **Please treat this form as our request for payment.** Cancellations confirmed in writing (letter or fax) more than two weeks before the event are subject to a service charge of 10% of the conference fee, + VAT. Should you cancel one week before the event then the service charge rises to 50% of the conference fee +VAT. Regrettably, the full fees remain payable for cancellations received less than one week prior to the course. A substitute delegate is welcome at no extra charge, however sharing of tickets during the event is not allowed. **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@iirltd.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 **Incorrect Mailing** If you are receiving multiple mailings or you would like us to change any details or remove your name from our database, please contact the Database Manager at the above address, Tel +44 (0)20 7017 7077, Fax +44 (0)20 7017 7828 or email: integrity@iirltd.co.uk - quoting URN: «U_CLIENTSTAFFCODE»

Register today!

T: +44 (0) 20 7017 5503 F: +44 (0) 20 7017 4746 E: professionalcustserv@informa.com

To register or for the latest programme please visit: www.ibclegal.com/inhousecounsel