

ACC EUROPE'S 2008 ANNUAL CONFERENCE

1-3 June | Madrid, Spain

Melia Castilla Hotel

<http://www.tcp-events.co.uk/accmadrid/>



In-House Lawyers as Leaders in a Global World Becoming a Global Legal Manager: Developing the skills you will need to manage the legal department of tomorrow

Lawyers are - by nature of their profession—leaders, and in-house lawyers take very seriously their role as leaders within their organizations. The extent to which legal professionals are taking on senior roles in business is on the increase.

In today's fast evolving environment in-house lawyers are called to fulfill a variety of roles with increased responsibility and accountability. They must inspire, motivate, develop the vision, the strategies and the processes, take considered risks, integrate different perspectives into solutions and have a sophisticated international perspective. Quite simply: to be Leaders in a Global World.

The theme of the 2008 conference aptly defines the content: "In-house lawyers as leaders in a global world" and each session will showcase the role of

the in-house counsel as Global Legal Manager, addressing topics of great interest to the in-house profession.

To name but a few: The GC as a Global Leader, Product safety, Product liability, Managing a Transaction, Class Actions on the Horizon in Europe, Management and Leadership Skills (in two sessions: "the strategic thing" and "the people thing") Data Protection, Company Law ... and more.

ACC Europe's 2008 Annual Conference represents an unparalleled opportunity for in-house counsel to exchange valuable knowledge and expertise among peers and continue the dialogue that allows our association to strengthen the in-house profession in a pan-European and global perspective.

2 JUNE, MONDAY

1 June - Sunday | 16.15 - 19.30

REGISTRATION

17.00 - 19.00

WELCOME RECEPTION

09.30-11.00

101 **OPENING PLENARY – The GC as Global Leader**

This is a session dedicated to the GC as a leader and manager in a global setting. It will involve a series of interventions from experienced GC's on each of the topics set out below, emphasizing why each topic is important, and making suggestions on how to develop the relevant talent/skills and what is required to fill the various roles.

Topics will include the GC as:

- * People Manager/Coach and Mentor/Team Developer
- * Manager of the Business of the Legal Department: Financial and Budgetary Management/Strategist/Marketer
- * Service Provider to the Businesses - Prioritising the Work
- * Member of Executive Team: Business Developer and Business Partner in the wider arena

11.00–11.30 **BREAK**

11.30–12.30

102 **Hedge Funds: What you should know and why you might worry**

Hedge Funds make headlines. The failure of a hedge fund in August 2007 may have precipitated the "credit crunch".

What is a hedge fund? What makes it different from other investment funds (mutual funds)? Are they buying your company's shares? Is part of your pension invested in a hedge fund?

Learn how to sell something you don't even own, and other financial and strategic basics of hedge funds, so you can drop the phrase "How does your hedge fund achieve alpha?" into conversation.

103 **Product Safety, Product Liability**

In the European Union the EC Product Liability Directive has not led to a uniform product liability law applicable in all Member States, but at least to some harmonization. Still, product liability laws in the individual Member States are different from each other, not only in some details. The risks of being held liable for product defaults are increasing

more and more, not only for employees with functional responsibilities but also for managers. This may even include criminal sanctions. In-house attorneys therefore have to advise their business partners about the rights the user of products or recipient of services has against the manufacturer or contract partner in case of defaults, and about preventive measures companies can take.

This session will specifically address the differentiation between civil law liability and public safety regulations / product standards (EC Regulations, industry standards, etc.) as sources for product liability. It also deals with product liability arising from contracts, in particular the possibilities to limit this liability, with problems in international business, and with possible defense measures. Further topics are: Instruction obligations; product surveillance and recall; personal liability of employees and/or management; and quality assurance agreements.

104 **Managing Outside Counsel**

This session covers the choice of outside counsel and the management of the relationship. Key questions on choice include national versus international firms, "horses for courses" or the "whole stable". The panel of GC's with outside counsel representation will also look at managing the relationship including, setting expectations, education, fee arrangements (fixed, capped, retainers, uplifts etc), budgeting and financial reporting. In house counsel's role as the client, "directing the movie?"

13.00–14.30 **LUNCH**

14.30–15.30

105 **European Works Council**

In addition to providing the participants with a crisp overview of the legal framework for setting up and managing a European Works Council, this session provides you with concrete project management guidelines, using real life examples, on how to set up such a body and make it work. We will be talking about how to make this work against the background of your company culture. This session will also address the interplay between the European Works Council and national works councils.

14.30–15.30

106 **Class Actions on the horizon in Europe**

Slowly but surely, Europe is adopting an important element of the U.S. justice system:

access to the courts for individuals with identical or similar claims against the same corporate defendant or set of defendants. Europe's legal frameworks are becoming steadily friendlier to such lawsuits. At the same time, European norms and legal practices, particularly related to the funding of collective cases, are gradually taking on certain features of the U.S. class-action system. Discussions in individual Member States and on the EU level are ongoing whether class actions will be introduced, resembling the U.S. system. In our session the issues surrounding this controversial matter will be outlined and discussed.

14.30–15.30

107 **Doing Business in Spain**

This session should explore the amazing business potential of a country such as Spain for the European and international panorama. In recent years Spain has undergone significant growth, above the average of its neighbouring countries and demonstrating that it enjoys a stable base and a driving economy. This has provoked the entry of multiple multinationals in Spain. These companies view this country as a good terrain for implementing their development strategies. One important goal of this presentation is to analyze various existing stereotypes of what Spain is and to attempt to reflect the reality of the Spanish market and the immense possibilities of this country..

15.30–16.00 **BREAK**

16.00–17.00

ROUNDTABLES/WORKSHOPS

501 **ROUND TABLE – GC as Member of the Executive Board**

502 **ROUND TABLE – Comparative Copyright law**

503 **WORKSHOP – How to read financial statements**

504 **WORKSHOP – Intellectual Property Ownership**

19.30

DEPART FOR GALA DINNER

20.00 – 23.00

EVENING GALA DINNER AT PALACIO DEL NEGRALEJO

Confirmed presenters include representatives from the following organizations:

AOL International, Borealis Group, Citigroup, Deere & Company, Lyondellbasell, McDonald's Corporation, McKesson Information Solutions UK, Pfizer Italia S.r.l., Philip Morris International, Solar Turbines Europe, Starbucks, The Belgian Post, Turner Broadcasting Systems

Check the website for continual updates to this list. Visit <http://www.tcp-events.co.uk/accmadrid/index.html>

9.30–11.00

ROUNDTABLES/WORKSHOPS

505 09.30 - 10.30 ROUND TABLE – How to motivate and retain people in a flat hierarchy. Recruiting talent.

506 09.30 - 10.30 ROUND TABLE – Cultural aspects of implementing a global compliance programme

507 09.30 - 11.00 WORKSHOP – Presentation skills

508 09.30 - 11.00 WORKSHOP – Team Building and Personal Development

11.00–11.30 BREAK

11.30–12.30

108 OPENING PLENARY – Managing a Transaction

Your Head of Business Development just walked in your office and passionately presented his ambitious expansion plans for the future. This session will provide you with practical tips on how to position yourself as a lawyer in strategic cross-functional projects. It will give you recommendations and guidance with respect to legal and organizational pitfalls to watch during such projects and will help you calibrate your role as legal counsel on a broader transactional team.

13.00–14.30 LUNCH

14.30–15.30

109 Management and Leadership Skills In Two Parts – Part One - The People Thing

This session will explore practical ways in which to develop your management and leadership ability, with a particular focus on leadership. Motivated lawyers and a cohesive team do not just happen by accident, you have to actively and deliberately create them. In this session you will get some ideas on how to do that.

14.30–15.30

110 Data Protection This session should explore the entire problematic existing around the subject of data protection in an international environment. From a legal standpoint it is clear that personal data must be protected against improper uses

and against their marketing. However, technological development itself and the constant internationalization of multiple tasks are provoking it to be more and more complicated to have strict controls on this handling of data. International movements of data, within multinational companies, pose a very significant problematic, especially when made towards new emerging markets that do not enjoy adequate security measures. This session will attempt to shed some light on the dark side of this matter which is of greater and greater concern to companies and which will turn out to be quite a polemic matter over the coming years.

14.30–15.30

111 Company Law In complex and competitive industries joint ventures can be used to combine the knowledge and skills of one party with the financial resources of another. Parties are required to set the framework for their venture in a way that effectively addresses the potential risks of a dispute and also ensures stability and effective governance during the time. This session is planned to provide a practical but substantial and detailed overview about issues like choice between “paper” joint ventures and “corporate” ones (staying “separate” vs. having to share rights and responsibilities in a corporate form), measuring the impact of competition law on joint ventures and their governance: effects, protecting the brand in corporate vehicles or through other tools like umbrella vehicles. Special attention will be devoted to providing an update about the practical aspects of administrative and criminal liability of legal entities in Europe in the light of the fact that today we’ve gone much beyond the “piercing the corporate veil” rule.

- Challenges for Joint Ventures and other SPVs (special purpose vehicles) in today business environment:

1. practical experiences and best practices for structuring the transaction;
2. measuring and monitoring the impact of competition law on joint ventures and their governance;
3. administrative/criminal liability of legal entities in Europe: the widened room for FCPA - related rules in Europe: issues and impacts, internal compliance processes; OECD and Sox effects in Italy.

15.30–16.00 BREAK

16.00–17.00

112 Part Two - Law Department Management and Leadership - the Strategic Thing

This session is about developing a Legal Department Strategy:

* Financial management of the legal department, including the importance of budget and business plan preparation.

* The use of “finance speak” to better compete for scarce resources (analysis, benchmarking, metrics)

* Resource planning - tools for looking ahead and developing the right resources at the right time - being proactive rather than reactive

* Prioritising - how to implement it in your department

16.00–17.00

113 Developing an IP Contract Template

One or more parties come into the joint venture already owning intellectual property (‘Background IP’). This may consist of patent applications, but it could include unpatented inventions, trade secrets and know-how. IP owners need to protect ownership of their property, but often provisions establishing that each party retains ownership of its Background IP are not enough to avoid disputes and maximize value of a partnership where IP counts, the contract must address and clarify ownership and exploitation of the relevant rights, as well as the effect on any inventions made during the course of the joint venture project. Also relationships with employees contributing to creating and developing IP should be carefully disciplined.

16.00–17.00

114 Career Development

This is a session aimed at in house counsel at all levels, but of particular relevance to aspiring GC’s. Senior counsel and GC’s will talk about their experience and observations on what it takes to be successful, and conversely how promising careers can be stalled or even derailed. The importance of emotional intelligence, cultural sensitivity and mentoring will be explored, but particular emphasis will be put on practical “do’s and don’ts” for in house counsel.

ACC Europe wishes to thank the 2008 Annual Conference Advisory Board for their guidance in developing this program:

Chris Groves – Vice President – Legal Affairs – Turner Broadcasting Europe (Chair)

Antonio Garcia Martinez – Director, Legal & Regulatory – Colt Telecom

Horst Graf – General Counsel Europe, Africa, Middle East, CIS and South America – Deere & Company European Office

Dr. Christoph Hammer – Senior Vice President & General Counsel International – McDonald’s Corporation

Sally March – Compliance Director – EMEA – Nortel Networks

Gabriella Porcelli – Legal Affairs Associate Director – Pfizer Italia SRL

Ruth Steinholtz – General Counsel – Borealis GmbH

Axel Viaene – EMEA Legal Director, Corporate Counsel – Starbucks Coffee EMEA B.V.

Please note that a separate registration form must be completed for each delegate attending the event. Please complete all relevant boxes.

Please note that manual booking form applications will be charged in sterling (£) and additional currency exchange rate fees may apply. Send it by fax to: +44 (0)1323 637777 or post to: The Conference People, Lismore House, 14 Lismore Road, Eastbourne, East Sussex BN21 3AT with payment by wire.

If you have any queries relating to your booking, please contact The Conference People, Lismore House, 14 Lismore Road, Eastbourne, East Sussex BN21 3AT. Tel: +44 (0)1323 637715, Fax: +44 (0)1323 637777 or email: acce@confpeople.co.uk

1. Delegate Details (please print legibly):

Title: _____

Mr. Ms. First Name: _____

Last Name: _____

Name to appear on badge: _____

Job Title: _____

Organization: _____

Correspondence Address – This will be used for all future correspondence

Address line 1: _____

Address line 2: _____

Town/City: _____

County: _____

Postcode: _____

Country: _____

Contact Details – Please include all area codes

Telephone No: _____

Fax No: _____

Email: _____

2. Registration Fee – Registration is limited to in-house counsel and includes courses, written materials, and scheduled meals/receptions. It does not include housing, travel, or personal expenses. Please note that memberships will be verified. Discrepancies will be invoiced for the additional amount.

Members	€695 up to 21 March 2008
	€795 after 21 March 2008
Non Members*	€875 up to 21 March 2008
	€975 after 21 March 2008

*Non member rate includes meeting registration and membership.

3. Gala Registration only – One ticket for the Black Tie Gala on Monday, 2 June is included in each registration. If you would like to purchase an additional ticket*, complete the information below:

Gala Ticket for guest of attendee: €175

Name of guest: _____

*A guest is defined as a spouse or significant other, friend, or relative who is not a member of ACC, and is not qualified to become a member or in an industry-related occupation. A co-worker or an associate within the industry does not qualify for a guest badge.

4. Payment

Payment must be included with this registration form in order for your registration to be processed. Do not consider your registration complete until you have received confirmation by email. Please use only one of the following methods:

A. Online in Euros using Visa or Mastercard:

Go to: <http://www.tcp-events.co.uk/accmadrid/registration.html>

B. Fax: Send this form to +44 (0) 1323 637777

Please complete the following for payment:

Visa MasterCard

Card Number _____

Expiration Date _____

Card Security Code: (last 3 digits on signature strip) _____

Cardholder's Name _____

Cardholder's signature _____

C. Wire Transfer:

Fax registration form to the number above and send wire in Euros to:

Natwest Bank Eastbourne

Eastbourne, East Sussex

BN21 3LX , UK

Reference: NXNFKXCT-EUR-00

International Identification:

IBAN: GB03 NWBK 6072 0443 1658 26

IBAN/BIC/SWIFT: NWBK GB2L

5. CPD/CLE credit

ACC is an approved sponsor in all jurisdictions with mandatory CPD/CLE requirements. Be sure to complete the CPD/CLE section of this registration form and also the necessary forms onsite to apply for CPD/ CLE credits. Questions should be directed to Erica Parkhurst, parkhurst@acc.com.

Indicate your need for CPD/CLE credits below:

I do not need CPD/CLE credits.

I need CPD/CLE credits and have provided my jurisdiction(s) and bar number(s) below.

Jurisdiction: _____

Bar Number: _____

Jurisdiction: _____

Bar Number: _____

6. Programme registration

Using the programme schedule on the previous pages please indicate below the programme numbers of the courses you wish to attend. Please do not select more than one programme per time slot.

Sunday 1 June

Welcome Reception (17.00 - 19.00)

Monday 2 June

Opening Plenary Session (09.30 - 11.00)

11.30 - 12.30 ___ 102 ___ 103 ___ 104

Lunch (13.00 - 14.30)

14.30 - 15.30 ___ 105 ___ 106 ___ 107

16.00 - 17.00 ___ 501 ___ 502 ___ 503 ___ 504

Black Tie Gala Dinner (20.00 - 23.00)
(one ticket included in registration)

Tuesday 3 June

___ 09.30 - 10.30 ___ 505 ___ 506 ___ 507 ___ 508

Plenary Session (11.30 - 12.30)

Lunch (13.00 - 14.30)

14.30 - 15.30 ___ 109 ___ 110 ___ 111

16.00 - 17.00 ___ 112 ___ 113 ___ 114

7. Privacy Policy

ACC Europe collects and processes personal data about its members and conference registrants, including their address, job title, telephone number and e-mail address. ACC Europe uses personal information about its members and conference registrants in connection with organising and promoting ACC Europe events, newsletters, and other activities of interest to its members. You have a right to access, correct, and delete the personal data that we have about you at any time by contacting the ACC Europe administrator at +32 2 774 9613 or acceurope@acc.com. We also ask you to inform us as soon as you have changed jobs or ceased to be a member of ACC Europe, so that we may make the appropriate correction to, or deletion of, the personal data relating to you. We may from time to time send you information about similar events, newsletters, and activities of ACC Europe.

CHECK THE BOX BELOW if you do not wish to receive future promotional materials from ACC Europe/ ACC about similar events, newsletters, and activities of ACC Europe/ ACC.

OPT-OUT to receiving further information from ACC Europe/ACC

In accordance with European privacy legislation, we will not share your personal information with third parties (e.g. conference sponsors) without your prior consent.

CHECK THE BOX BELOW if you wish to receive promotional materials from ACC Europe Conference sponsors or other third parties as a result of your registration for this conference. If you check this box, ACC Europe/ACC will communicate your details to conference sponsors.

OPT-IN to sharing your personal information with ACC Europe Conference sponsors

8. Cancellation Policy

ACC Europe will refund your registration fee, less a €75 administrative fee, if written notice of cancellation is received by 19 May, 2008. No refunds will be made for any reason after that date. Substitutes for cancelled registrations are welcome. Registration will only be confirmed upon payment in full.

Please tick to confirm that you have read and accept the cancellation policy above.

9. Emergency Contact Details

In case of emergency please contact the following:

Name _____

(Please include all country and area codes)

Daytime Tel No: _____

Evening Tel No: _____

Relationship: _____

10. Dietary Requirements

The catering for the event will be suitable for vegetarians, however if you have any special requirements with regard to your diet, please tick below. Please be very specific.

Vegetarian

Vegan

Other: (e.g. nut or wheat allergy / kosher / diabetic
PLEASE BE VERY SPECIFIC

11. Special Requirements

Please indicate in the space below any other special requirements e.g. disabled access, hearing loop, medical needs.

HOTEL REGISTRATION FORM

DO NOT SEND THIS FORM TO ACC EUROPE

ACC EUROPE'S 2008 ANNUAL CONFERENCE

1—3 JUNE | MADRID, SPAIN

MELIA CASTILLA HOTEL

PLEASE COMPLETE AND RETURN TO THE FOLLOWING ADDRESS AS STATED BELOW:

Group Code: INTERN3005
Group ID: 34951
Group Reference: ACCE Annual Conference

Hotel Meliá Castilla – Reservations Department
Capitán Haya, 43 28020 Madrid

Direct Reservations Phone:

+34.91.571.33.11

Hotel Phone:

+34.91.567.50.00

Direct Reservations Fax:

+34.91.567.51.66

E-mail: reservas@hotelmeliacastilla.com

Name: _____

Last Name: _____

Company: _____

Address: _____

Zip Code: _____

City/Country: _____

Telephone: _____

Fax: _____

Email: _____

Arrival date: _____

Estimated Time _____

Departure Date _____

ROOM TYPE

Room Category	Rate
Standard Double Sole Use	171,00
Standard Double*	176,00

American buffet breakfast included. 7% VAT to be added over above prices

Sharing with: Name: _____

Last Name: _____

COMMENTS _____

To guarantee your reservation, please complete all credit card details. If this is not completed correctly your reservation will not be considered guaranteed.

Credit Card Visa____ Amex____ Master Card____
Diners Club____

Number_____ Exp Date ____/____

Cancellation policy: Rooms may be cancelled without penalty 48 hours before arrival. If cancelled a one nights stay will be applied

No-show: In the case of no-shows the hotel is authorised to charge the full amount corresponding to guest rooms and breakfast for all days reserved to the credit card provided on the form

Signature: _____

Print Name: _____

Date: _____



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Association of Corporate Counsel