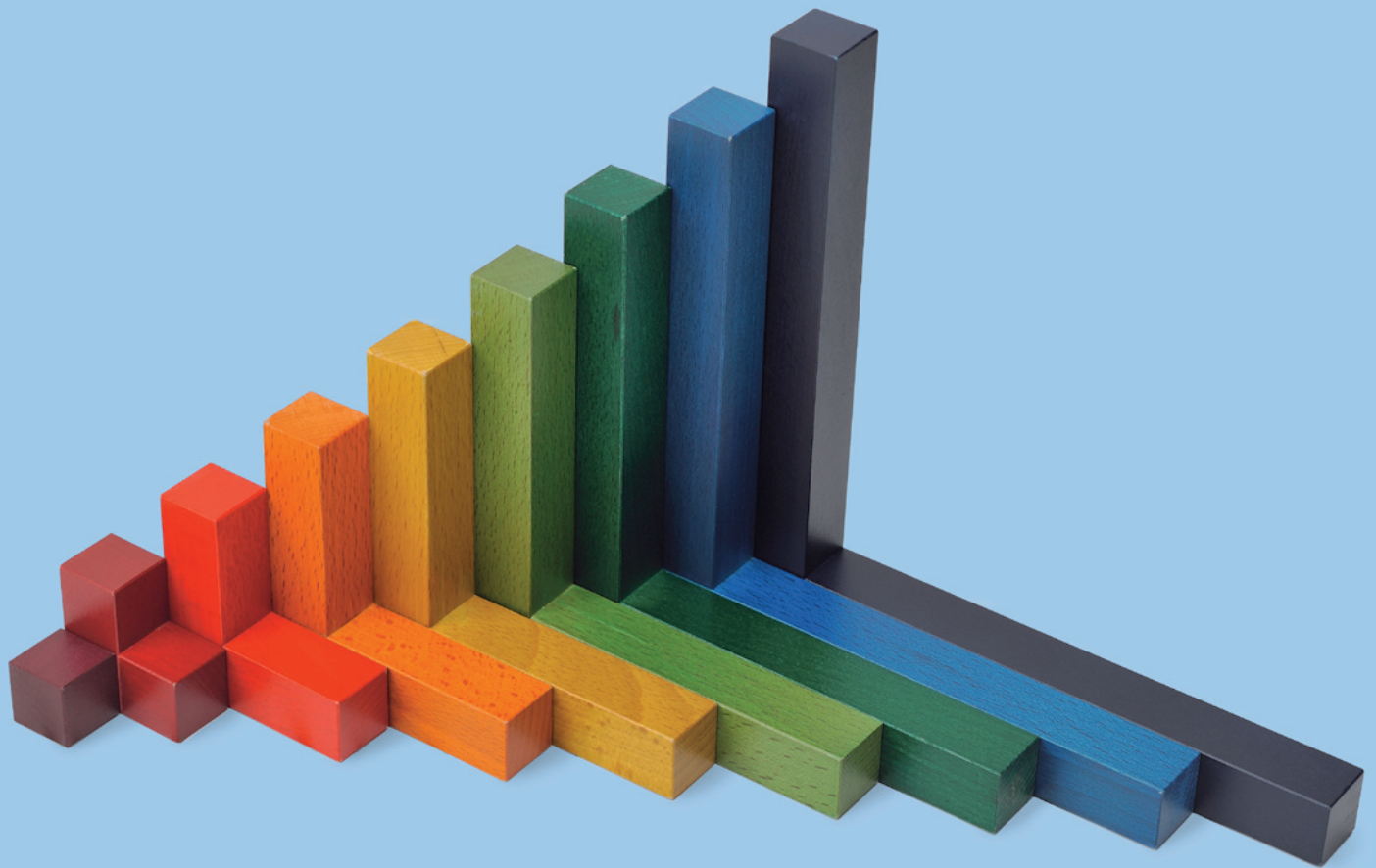


# London seminar programme

2012



Freshfields Bruckhaus Deringer



# Our seminar programme 2012

As the newly appointed managing partner of Freshfields in London, I am delighted to present the next series of our London seminar programme. This season includes some of the most challenging issues in the current market.

Amid the fallout of the global financial crisis, we look at how you can make the most of alternatives to traditional funding, the practices and procedures you should have in place to mitigate the risks posed by aggressive global investigations and scan the regulatory horizon in the UK, Europe and beyond to help you spot the key developments and trends. We also look at how to respond to the rise of US-style class action law suits here in Europe and how best to lead your business into a low carbon economy.

And finally, we share with you the lessons we learned while solving the extraordinary legal challenges coming out of the London 2012 Olympic and Paralympic Games – including how to keep a major infrastructure programme on track and the controversial issue of economic, sporting and cultural legacy.

This year, we are pleased to welcome to the programme Gillian Tett, US Managing Editor of the *Financial Times*, Chandrashekhhar Krishnan, Executive Director of anti-corruption organisation Transparency International, Rupert Younger, Director of the Oxford University Centre for Corporate Reputation, and Randal Barker, Vice President – Group Legal at BHP Billiton.

We hope there is something here to interest you. However, if there is an issue of particular importance to you that we have not covered, please do let us know.



Mark Rawlinson  
London Managing Partner

**Thursday 12 January**  
**The low carbon economy**  
*A leaner, greener legal framework*

**Thursday 26 January**  
**Risky business?**  
*Bribery, corruption and international trade*

**Thursday 9 February**  
**The eurozone: what next?**  
*A discussion of the latest legal issues arising from the eurozone financial crisis.*

**Thursday 22 March**  
**Fighting on two fronts**  
*Ready for the new competition and consumer landscape?*

**Thursday 26 April**  
**Funding in uncertain markets**  
*Total balance-sheet management – be prepared and proactive*

**Thursday 10 May**  
**Global investigations**  
*Are you and your board prepared?*

**Thursday 17 May**  
**A plaintiffs' bar for Europe**  
*How is your collective action risk changing?*

**Thursday 31 May**  
**20:20 vision**  
*The regulator of the future*

**Thursday 14 June**  
**LOCOG, logistics and life-long legacies**  
*Legal lessons from London 2012*



# The low carbon economy

A leaner, greener legal framework

12 January 2012

8.15am Registration

8.45am-9.45am Seminar

Northcliffe House Auditorium

1 fully accredited CPD point

**Paul Bowden**



**Jonathan Isted**



**Jane Jenkins**



**Natasha Good**



The UK has committed to ambitious carbon reduction targets. To achieve them, the government has started to impose a legal infrastructure that's increasingly creating unfamiliar demands on businesses across all sectors – but also opportunities for companies prepared to work in new ways.

In this seminar, we'll give you a broad overview of the new regime, along with vital insights into how it's likely to evolve over the next few years. We'll also go through some tangible examples of why government policies are likely to lead to an increased demand for legal savvy. Key topics will include:

- controlling your company's energy consumption;
- the UK's CRC Energy Efficiency Scheme;
- investing in renewable energy;
- electricity pricing;
- carbon markets – and the future of the EU's Emissions Trading Scheme; and
- smart energy technologies, corporate governance and reporting on carbon control performance.

## Who should attend?

General counsel and senior in-house counsel

## Who will be speaking?

Paul Bowden, co-head of our low carbon economy team and Jonathan Isted, head of our environment, planning and regulatory team, will be joined by Jane Jenkins and David Lewis, co-heads of our built environment group, Natasha Good from our corporate group and Max Cairnduff from our finance practice.

# Risky business?

Bribery, corruption and international trade

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26 January 2012

8.15am Registration  
8.45am-9.45am Seminar  
Northcliffe House Auditorium  
**1 fully accredited CPD point**

**Paul Lomas**



**Julian Long**



**Chandrashekhhar Krishnan**



**Randal Barker**



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**Transparency International ranks countries according to risk, but risk often equals reward. So how can you make the most of the business opportunities on offer without falling foul of the Bribery Act?**

Our panel of internal and external experts will discuss how you can meet the challenges of doing business in high-risk jurisdictions.

#### **Who should attend?**

Senior management, general counsel, in-house legal and compliance teams from FTSE, private companies and financial institutions.

#### **Who will be speaking?**

Paul Lomas from our dispute resolution group will chair a panel that includes the head of our London corporate group, Julian Long, as well as Chandrashekhhar Krishnan, Executive Director at Transparency International UK, and Randal Barker, Vice President – Group Legal at BHP Billiton.

# The eurozone: what next?

A discussion of the latest legal issues arising from the eurozone financial crisis

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9 February 2012

8.15am Registration

8.45am-9.45am Seminar

Northcliffe House Auditorium

**1 fully accredited CPD point**

**David Sonter**



**James Smethurst**



**James Grand**



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**At this seminar we'll discuss the complex legal issues that could arise for companies with business in, or with, the eurozone, including the possible contingency planning that might be needed to mitigate risks.**

## **Who should attend?**

General counsel and in-house counsel from companies across all sectors with business interests in the eurozone.

## **Who will be speaking?**

David Sonter and James Smethurst from our corporate group, and finance partner James Grand. They have been advising European governments, investment banks, central banks and numerous companies over the past year on the European financial crisis.



# Fighting on two fronts

Ready for the new competition and consumer landscape?

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22 March 2012

8.15am Registration

8.45am-9.45am Seminar

Northcliffe House Auditorium

1 fully accredited CPD point

**Rod Carlton**



**Simon Orton**



**Andrew Austin**



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The UK government is introducing a raft of regulatory changes designed to stamp out anti-competitive and unfair business practices. Meanwhile, it's also about to make it easier for consumers to take action against UK businesses. How will these reforms work? And how can your business best prepare for them?

Companies being investigated face the prospect of heavy financial penalties, structural remedies, damage to reputation, lengthy litigation and sanctions against individuals.

Could your business be in the spotlight? Could you face increased claims as a result of strengthened competition and consumer laws?

Our seminar will help you understand:

- the government's plans for change, including reform of the competition regime and the new Consumer Bill of Rights;
- policy imperatives behind the new competition and consumer agendas; and
- how your company can minimise the risk of lengthy investigations and litigation.

## Who should attend?

General counsel and in-house lawyers in all sectors in the regulatory spotlight and all consumer-facing businesses.

## Who will be speaking?

Our speakers will include Rod Carlton from our antitrust, competition and trade group and Simon Orton and Andrew Austin from our dispute resolution group.

# Funding in uncertain markets

Total balance-sheet management –  
be prepared and proactive

26 April 2012

8.15am Registration  
8.45am-9.45am Seminar  
Northcliffe House Auditorium  
**1 fully accredited CPD point**

**Peter Allen**



**Julian Makin**



**Sarah Murphy**



**Gillian Tett**



**Amid the fallout of the global financial crisis, how can you be sure you're making the most of alternatives to traditional funding?**

We'll help you understand:

- how you can adapt your approach to raising capital to reduce risk from market volatility while increasing your prospects for closing the deal;
- how to tap into alternative sources of funding, such as sovereign wealth funds and mezzanine financing; and
- the pros and cons of different products and markets.

**Who should attend?**

Finance directors, treasurers, general counsel, other senior legal and finance or treasury advisers, bankers and financial sponsors.

**Who will be speaking?**

Our panel will be drawn from a pool including international capital markets partners Peter Allen, Julian Makin and Sarah Murphy, finance partner Martin Hutchings and corporate partner David Higgins.

Joining our panel is guest speaker Gillian Tett, best-selling author, award-winning journalist and managing editor of the US *Financial Times*.

# Global investigations

Are you and your board prepared?

10 May 2012

8.15am Registration

8.45am-9.45am Seminar

Northcliffe House Auditorium

1 fully accredited CPD point

**Geoff Nicholas**



**Edward Braham**



**Rupert Younger**



The past couple of years have seen more external investigations and increased co-operation between regulators and prosecutors from different countries. This has amplified the reach and aggressiveness of investigations into alleged corruption, market abuse and trade-related issues.

If your company was investigated tomorrow, how would you react? What would you do first? How would you advise the board? And what about your responsibilities to your shareholders and other stakeholders?

How can you protect the reputation of individuals and the firm in such a volatile situation?

This seminar will help you understand:

- what you can do to be prepared for an investigation;
- the fundamentals of conducting internal investigations;
- how to protect confidentiality;
- when an announcement or disclosure is required and how you should manage publicity;
- what the board needs to know;

- co-operation with external regulators and prosecutors;
- how to manage multiple external investigations on the same or related issues; and
- how to deal with the outcomes of an investigation.

## Who should attend?

Senior management, general counsel, in-house legal and compliance teams from FTSE, private companies and financial institutions.

## Who will be speaking?

Dispute resolution specialist Geoff Nicholas and Edward Braham from our corporate group will be joined by Rupert Younger, Director of the Oxford University Centre for Corporate Reputation, an independent teaching and research centre based at the University of Oxford's Said Business School.



# A plaintiffs' bar for Europe

How is your collective action risk changing?

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17 May 2012

8.15am Registration

8.45am-9.45am Seminar

Northcliffe House Auditorium

1 fully accredited CPD point

**Paul Lomas**



**Walter Stuart**



**Martin Klusmann**



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Litigation with investors, consumers, competitors and customers is on the rise. Policy makers are encouraging multi-party claims, but procedural change isn't happening. Will the emerging plaintiffs' bar fill the gap and create the processes?

Europe's growing plaintiffs' bar is taking full advantage of the current rules, and drawing on US class action experience, to bring multi-party litigation.

We will cover:

- how it works in the US;
- the approaches the plaintiffs' lawyers are currently employing – and the funding they're using;
- if, when and how the legislative changes will impact;
- which jurisdictions are hot; and
- settlement techniques.

## Who should attend?

Senior legal advisers from all sectors and particularly corporate, finance, pharmaceuticals and energy and natural resources.

## Who will be speaking?

Speakers will include the head of our class actions team, Paul Lomas, New York-based Walter Stuart, and co-head of our antitrust, competition and trade group, Martin Klusmann.

# 20:20 vision

## The regulator of the future

31 May 2012

8.15am Registration  
8.45am-9.45am Seminar  
Northcliffe House Auditorium  
**1 fully accredited CPD point**

**Paul Bowden**



**James Smethurst**



**Deirdre Trapp**



**Martin McElwee**



Regulators are facing a torrid time. The global financial crisis has not only questioned their effectiveness but has also led to calls for relief from regulatory burdens and costs. Meanwhile, the trend towards a smaller state role in some developed countries means regulators must take on more responsibility for the enlarged private sector. What's more, even businesses in 'unregulated' sectors must increasingly deal with competition, consumer protection, health and safety, and environmental regulators.

The regulator of 2020 will look very different. So in this seminar we'll look at the trends that will drive regulatory policy and institutional direction during the next decade – along with the implications and opportunities for your business. Specifically:

- how regulatory flexibility and certainty will strike a new balance;
- whether regulators will settle on a principle or a rules-based approach – or turn more toward 'nudge theory';
- what enforcement policy will look like;
- how you can ensure compliance that's effective yet affordable;

- how best to take advantage of relaxed regulation; and
- how to build a culture that supports self-reporting and how to integrate new compliance standards into your risk management.

### Who should attend?

Senior compliance, regulatory and antitrust lawyers, along with senior executives in regulated industries or whose businesses regularly engage with regulators.

### Who will be speaking?

Paul Bowden from our dispute resolution group, James Smethurst from our corporate group and Deirdre Trapp and Martin McElwee from our antitrust, competition and trade group.



# LOCOG, logistics and life-long legacies

Legal lessons from London 2012

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14 June 2012

8.15am Registration  
8.45am-9.45am Seminar  
Northcliffe House Auditorium  
**1 fully accredited CPD point**

**Tim Jones**



**Sally Roe**



**Avril Martindale**



**Arthur Artinian**



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Staging the 2012 Olympic Games represents one of the most complex logistical challenges the UK has ever faced. 200,000 workers will be needed to get London and the surrounding venues ready to host 24,000 athletes and officials, 20,000 press and media, and nine million ticketholders.

As the event's official provider of legal advice, we've been involved right from the start.

We helped set up the London Organising Committee for the Olympic and Paralympic Games (LOCOG) and since then we've advised on a wide range of unique issues – from the contractual ins and outs of the Delivery Authority's infrastructure programme, to the impact of ambush marketing and the protection of sponsor rights.

In this seminar, we'll give you a behind-the-scenes look at the legal issues and challenges of staging such a massive sporting event, and we won't forget the controversial issue of legacy: what can the UK learn from staging the Games to ensure future major infrastructure programmes are kept on track?

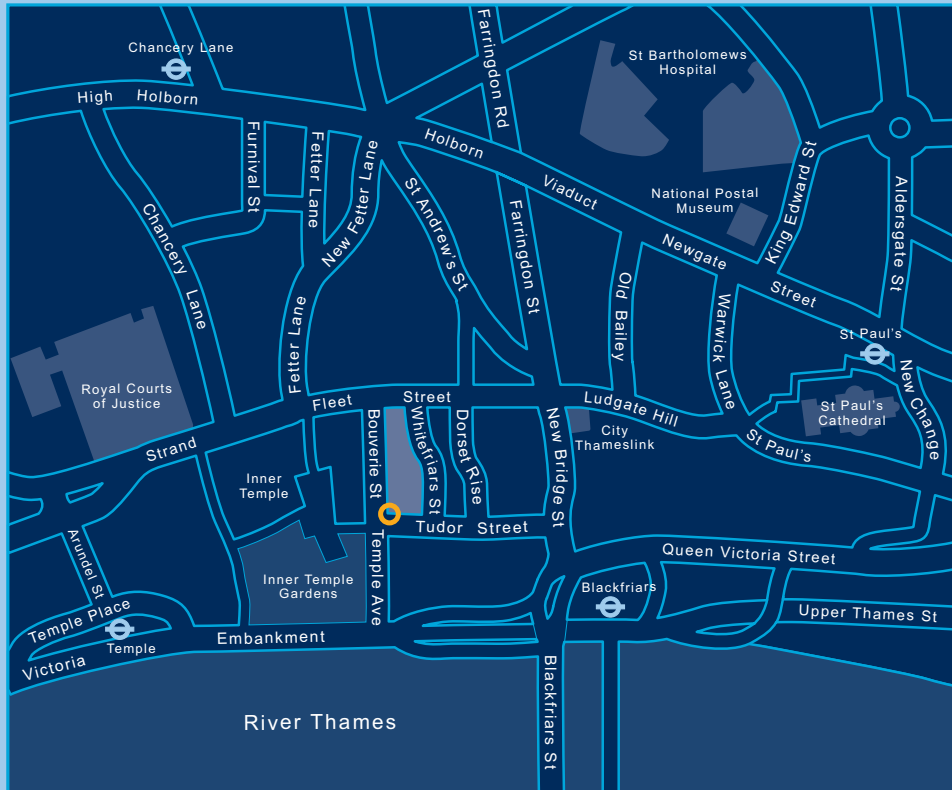
## **Who should attend?**

Anyone interested in major event law or the positive business benefits the London 2012 Games will bring.

## **Who will be speaking?**

Tim Jones, who oversees all aspects of our role with London 2012, Sally Roe from our procurement and construction team, and intellectual property experts Avril Martindale and Arthur Artinian.





## How to register

To register online, please go to  
[www.freshfields.com/londonseminars](http://www.freshfields.com/londonseminars)

or contact:

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Freshfields Bruckhaus Deringer LLP  
65 Fleet Street  
London EC4Y 1HS

T +44 20 7785 5539

E [bolette.dueandersen@freshfields.com](mailto:bolette.dueandersen@freshfields.com)

## How to find us

All seminars will take place in  
Northcliffe House Auditorium, as  
indicated on the map.



# Freshfields Bruckhaus Deringer

Freshfields Bruckhaus Deringer LLP is a global law firm with a long-standing track record of successfully supporting the world's leading national and multinational corporations, financial institutions and governments on ground-breaking and business-critical mandates. Our 2,500-plus lawyers deliver results worldwide through our own offices and alongside leading local firms. Our commitment, local and multinational expertise and business know-how mean our clients rely on us when it matters most.

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