Monday, 25 June 2012

1500 – 1515 (3:00 – 3:15) Welcome & Opening Remarks
Presiding: Pim Schermer, Partner, Van Benthem & Keulen (Netherlands)
Penny Hobbs, State Capital Group Chairman & Partner, McGinnis, Lochridge & Kilgore (Texas)

1515 – 1630 (3:15 – 4:30) Session I: The Role of Lawyers in Developing Solutions to the Euro Zone Crisis
History is replete with examples of when lawyers, serving clients, crafted solutions to complex international problems, sometimes even where politicians had already failed dismally in the attempt. What role should lawyers and law firms, especially those in Europe, take in helping to develop the solutions required to guarantee Europe’s future remains stable and prosperous?
Presenting: Robert F. (Rob) Millard, Director, Cambridge Strategy Group

1630 – 1700 (4:30 – 5:00) Roll Call of Countries, Provinces & States
Presiding: David Poisson, State Capital Group CEO

1730 – 1900 (5:30 – 7:00) Welcome Reception
Offices of Host Firm Van Benthem & Keulen

Tuesday, 26 June 2012

0730 – 0830 (7:30 – 8:30) Breakfast
Foyer de Oude Graanzolder

0830 – 0915 (8:30 – 9:15) Session II: The Life Cycle of the Client-Law Firm Relationship
This session will focus on how inside counsel select law firms and how over time that relationship progresses through several different stages. Also to be presented will be the latest research on what creates a strong relationship between clients and outside counsel.
Presenting: Joanna (Jo) Aitken, Director, Acritas

0915 – 1030 (9:15 – 10:30) Session III: How Well Are Current Models of Legal Education Serving Law Firms and Their Clients?
As students’ debt loads have soared and job prospects have shrunk, law schools have found themselves on the receiving end of considerable criticism, much of which comes from those who contend that “law school is a trade school that should be producing factory-ready lawyers” for large firms. Where should the responsibility ultimately lie for assuring clients that the lawyers on whom they depend are properly trained – and what can firms and schools do together to produce better-trained practitioners?
Presenting: Ivo Giesen, Professor, University of Utrecht School of Law
K.C. Groves, Director, Ireland Stapleton Pryor & Pascoe (Colorado)
Graeme Menzies, Partner, Mills & Reeve (England)

1030 – 1100 (10:30 – 11:00) Break

All sessions will be held in the Maria van Hongarije Room
1100 – 1215 (11:00 – 12:15)  
**Session IV: How Lawyers Can Benefit from Using Social Media**  
Even if you think social media is a passing and irrelevant fad, it’s hard to argue credibly that Facebook’s more than 900 million users are making a silly, misguided use of an irrelevant service. There’s no question its devotees find something of value through online participation. What is it your clients value about social media, and how can you use this information to your advantage?  
*Presenting:* Johan Koggink, Managing Director, Van Benthem & Keulen (Netherlands)  
Steffen Thejl-Moller, Associate Director of Digital, Fleishman-Hillard Brussels  
David Wolff, Associate Director of Digital, Fleishman-Hillard Amsterdam

1215 – 1315 (12:15 – 1:15)  
**Lunch**  
Refectory

1315 – 1430 (1:15 – 2:30)  
**Session V: Legal Process Outsourcing: The Savvy Law Firm’s Strategy for Driving Growth, Revenue, and Cutting Costs**  
Corporate clients are demanding reductions in legal fees and related costs. Corporate legal departments are increasingly using LPOs to help them achieve this goal. This session will explore how partnering with an LPO can provide law firms with a significant advantage in competing for new clients.  
*Presenting:* Vivek Hatti, Client Director, CPA Global  
Bill Moreau, Partner, Barnes & Thornburg (Indiana)

1430 – 1500 (2:30 – 3:00)  
**Break**

1500 – 1615 (3:00 – 4:15)  
**Session VI: How Behavior Affects Negotiating Outcomes: Strategies and Tactics for Achieving Your Client’s Objectives**  
This session will cover a number of fundamental principles underlying the negotiations process, such as ZOPA, BATNA, WATNA, priming and anchoring. Differences between distributive and interest-based negotiation styles and how to deal with them, especially when one meets the other, will be examined. Building on the negotiation session at the Barcelona meeting, this session will touch on cultural issues in negotiations, including high-context and low-context cultures.  
*Presenting:* Martin Brink, Partner, Van Benthem & Keulen (Netherlands)  
Martijn Steger, Partner, Kegler Brown Hill & Ritter (Ohio)

1615 – 1700 (4:15 – 5:00)  
**Session VII: Recent E-invoicing Developments in the EU**  
In 2010 a new directive was adopted with the aim of simplifying the rules for electronic invoicing throughout the European Union. How much has happened since then, and how might an uptake in electronic invoicing affect clients doing business in the EU? What does electronic invoicing have to do with protecting your client’s trade secrets and minimizing antitrust risks?  
*Presenting:* Phillip Schmandt, Partner, McGinnis Lochridge & Kilgore (Texas)

1830 – 2200 (6:30 – 10:00)  
**Cocktails & Dinner**  
Het Spoorwegmuseum

_Thank You for Attending._

*State Capital Group Extends Its Appreciation to Host Firm Van Benthem & Keulen for Its Generous Support of This Year’s International Meeting.  
We Look Forward to Seeing You at This Year’s Annual Meeting in Chicago and at Next Year’s International Meeting in São Paulo, Brazil!*_