

Wednesday, September 18

3:00 pm – 5:30 pm

The Beverly Hilton:
Cannon Room

MEETING | BOARD OF DIRECTORS

2:00 pm – 5:00 pm

Mitchell Silberberg & Knupp
(US: California, Los Angeles)

MEETING | GOVERNMENT RELATIONS PRACTICE GROUP

This meeting will feature and focus on Government Relations lawyers, lobbyists, and polling professionals. Participants will discuss state-based trends and issues impacting business communities such as but not limited to elections, AI and other emerging technology regulations, health care, education, and transportation.

➤ *All annual meeting registrants with an interest in U.S. Government Relations are welcome.*

6:30 pm

Location TBA

DINNER | GOVERNMENT RELATIONS PRACTICE GROUP

➤ *Everyone who participates in the Government Relations meeting is welcome.*

6:30 pm

Local Restaurants

DINNER | EARLY ARRIVALS NO-HOST NETWORKING

To assist Members in connecting, SCG will arrange restaurant reservations. Please contact Membership Coordinator Erin Kane (ekane@scglegal.com) for more details/to be included.

6:30 pm

Local Restaurants

DINNER | TEAM CANADA DINNER

Thursday, September 19

8:00 am – 5:00 pm

Beverly Hills Foyer + Terrace

WELCOME DESK | ON-SITE & CHECK-IN REGISTRATION

8:30 am – 11:30 am

Mitchell Silberberg & Knupp
(US: California, Los Angeles)

WOMEN IN LAW WORKSHOP | COLLABORATING AND CROSS-SELLING FOR SUCCESS

This complimentary, value-add workshop will feature an interactive environment for female attorneys to gain insights, learn best practices, and share experiences for leveraging their personal and professional networks to enhance client service and business development opportunities. *All female member attorneys and professionals attending the Annual Meeting as well as female Mitchell Silberberg & Knupp attorneys are invited.* Breakfast is included.

Keynote Speaker/Facilitator: Catherine Alman MacDonagh, FIRM Guidance

11:30 am – 1:30 pm

Maple Room

MEETUP + LUNCH | DATA PROTECTION, PRIVACY & CYBERSECURITY PRACTICE GROUP

This unique opportunity will enable participants to discuss technology-based trends and issues impacting their practice, firms, and clients.

11:30 am – 1:00 pm

Wilshire Garden

INFORMAL NETWORKING LUNCH | CATCH UP WITH SCG LEGAL'S BOARD & TEAM

Please join us for this pre-event networking lunch, especially if it is your first SCG meeting.

1:00 pm – 1:30 pm

Beverly Hills Foyer + Terrace

COFFEE, CONFECTIONS & CONNECTIONS | CATCH UP WITH MEMBERS

1:30 pm – 2:00 pm

Beverly Hills Ballroom

WELCOME & OPENING REMARKS

- Paul Plunkett, Larkin Hoffman (US: Minnesota) | Chair, SCG Legal
- Alina Gorokhovskiy, CEO, SCG Legal

2:00 pm – 3:00 pm Beverly Hills Ballroom	KEYNOTE STATE SENATE IN THE SPOTLIGHT: CALIFORNIA SENATOR BEN ALLEN Senator Ben Allen represents California’s 24th Senate District in Los Angeles County. Now in his third term, he chairs the Senate’s Environmental Quality Committee, the Legislature’s Joint Committee on the Arts, and the Senate Select Committee on Aerospace and Defense. He is co-chair of the Legislature’s Environmental Caucus and previously served as chair of the Education Committee and of the Elections and Constitutional Amendments Committee.
3:00 pm – 3:15 pm Beverly Hills Foyer + Terrace	BREAK NETWORKING
3:15 pm – 4:15 pm Beverly Hills Ballroom	BREAKOUT CROSS-BORDER M&A TRENDS Leading attorneys in Corporate Law and Regulatory Compliance will discuss the evolving mergers and acquisitions (M&A) landscape with a focus on cross-border transactions, including market trends, regulatory challenges, deal structuring, and critical components of due diligence. Attendees will gain valuable insights and practical advice to successfully manage M&A transactions in today’s dynamic market environment.
3:15 pm – 4:15 pm Beverly Hills Salon	BREAKOUT THE CROSS-SECTION OF DEEP FAKES, GENERATIVE AI, AND INTELLECTUAL PROPERTY: NAVIGATING NEW CHALLENGES Leading Intellectual Property (IP) attorneys will discuss the legal implications of Generative AI (GenAI) and synthetic media, including the challenges of protecting IP rights, addressing privacy concerns, and navigating regulatory frameworks.
4:15 pm – 4:35 pm Beverly Hills Ballroom	FIRESIDE CHAT NAVIGATING THE EVOLVING LANDSCAPE OF CYBERSECURITY The discussion will delve into the rapidly changing world of cybersecurity. In this session, speakers will explore the latest threats, trends, and strategies to protect your firm and clients from cyber-attacks, as well as cover the impact of emerging technologies, regulatory and legal challenges, and best practices for safeguarding sensitive information.
4:35 pm – 5:35 pm Beverly Hills Ballroom	SESSION MASTERING REFERRAL MARKETING Unlock the potential of referral marketing to elevate your law firm’s business development efforts. This session will provide law firm leaders and attorneys with actionable insights and proven strategies to cultivate and leverage referral networks for sustained growth and client acquisition.
5:35 pm	ADJOURN
6:00 pm – 6:30 pm Location TBA	RECEPTION WOMEN IN LAW
6:30 pm – 7:30 pm Location TBA	RECEPTION BUSINESS MADE SOCIAL
7:30 pm – 9:30 pm Local Restaurants	DINNERS NO HOST NETWORKING <i>Please refer to the calendar invitation emailed to you for final details/directions. Restaurant information is also available in SCG’s mobile app under 2024 Annual Meeting: Venues.</i>
9:30 pm – 11:30 pm Beverly Hills Foyer + Terrace	NIGHTCAP & DESSERTS GOLDEN AGE OF HOLLYWOOD GLAMOUR

Friday, September 20

7:45 am – 9:00 am Wilshire Garden	BREAKFAST NETWORKING
9:00 am – 10:00 am Wilshire Ballroom	SESSION EMBRACING GENERATIVE AI: TRENDS, CHALLENGES AND OPPORTUNITIES This session will offer a forward-thinking panel discussion on the top Generative AI (GenAI) trends impacting law firms and their clients in 2024 and beyond. Panelists will share insights into the latest AI investments in the legal sector and the future trajectory of AI technologies, including the challenges and opportunities that lie ahead, as well as provide a comprehensive overview of how GenAI is transforming legal practices, enhancing client services, and shaping the future of the legal profession.
10:00 am – 10:45 am Beverly Hills Ballroom	BREAKOUT THE EVOLVING LANDSCAPE OF ENTERTAINMENT/SPORTS LAW This panel discussion will bring together leading legal experts to explore current trends, emerging issues, and best practices within the entertainment industry.
10:00 am – 10:45 am Beverly Hills Salon	BREAKOUT TRUSTS AND ESTATES: STRATEGIES FOR EFFECTIVE WEALTH MANAGEMENT Panelists will explore advanced strategies for effective wealth management, including creating robust estate plans, minimizing tax liabilities, and ensuring seamless wealth transfer across generations. This session will also address contemporary challenges such as digital assets, changes in legislation, and the unique needs of high-net-worth clients.
10:45 am – 11:15 am Beverly Hills Foyer + Terrace	BREAK NETWORKING
11:15 am – 12:00 pm Beverly Hills Ballroom	SESSION DOING BUSINESS IN LATIN AMERICA & CARIBBEAN This panel will offer insights on the opportunities and challenges of conducting business in Latin America & Caribbean. Panelists will address critical aspects such as navigating diverse legal frameworks, understanding cultural nuances, and leveraging economic trends.
12:00 pm – 1:30 pm Wilshire Garden	LUNCH NETWORKING
12:00 pm – 1:30 pm Wilshire Ballroom	LUNCH M&A PRACTICE GROUP LUNCH
1:30 pm – 2:00 pm Beverly Hills Ballroom	FIRESIDE CHAT ADVANCING DEI IN YOUR LAW FIRM This session will explore effective strategies for fostering a diverse and inclusive workplace. Panelists will offer best practices, innovative approaches, and real-world examples for how to address challenges in implementing and measuring the impact of Diversity, Equity, and Inclusion (DEI) initiatives.
2:00 pm – 2:30 Beverly Hills Ballroom	FIRESIDE CHAT STATE OF THE INSURANCE SECTOR
2:30 pm – 2:45 pm Beverly Hills Foyer + Terrace	BREAK NETWORKING
2:45 pm – 3:30 pm Beverly Hills Ballroom	BREAKOUT U.S. POLITICAL LANDSCAPE

This session will delve into the profound impacts of political shifts within the states and the Federal Government, examining how changes in America’s political parties reverberate throughout the global business community. Panelists will share valuable insights into the complex interplay that shapes global political and economic landscapes, offering an understanding of how U.S. political developments influence international relations, trade policies, and economic stability.

2:45 pm – 3:30 pm
 Beverly Hills Salon

BREAKOUT | NAVIGATING THE FUTURE OF LABOR AND EMPLOYMENT LAW: EMERGING TRENDS AND BEST PRACTICES

This session will offer valuable insights for legal professionals and business leaders on the latest trends, challenges, and best practices in labor and employment law.

3:30 pm – 3:50 pm
 Beverly Hills Foyer + Terrace

BREAK | NETWORKING

3:50 pm – 4:50 pm
 Beverly Hills Ballroom

SESSION | WHAT’S WEIGHING MOST ON THE MINDS OF TODAY’S IN-HOUSE COUNSEL

The scope of every in-house counsel’s responsibility is expanding exponentially, encompassing everything from globalization to data privacy and cybersecurity to the proliferation of regulations across agencies and jurisdictions around the world. This session will feature a discussion among in-house attorneys about the surge in the number of issues with which they have to deal...and what law firms can do to help their in-house clients stay informed and primed for markets and industry changes.

4:50 pm
 Beverly Hills Ballroom

CLOSING | WRAP-UP REMARKS

5:00 pm

ADJOURN

6:30 pm
 The Beverly Hilton Lobby

TRANSPORTATION to CLOSING RECEPTION & BANQUET

6:45 pm – 10:15 pm
 Sony Pictures Studio

CLOSING RECEPTION & BANQUET | A GLAMOROUS NIGHT ON THE RED-CARPET including studio tours!

**SCG Legal Extends Its Appreciation to Host Firm
 Mitchell Silberberg & Knupp LLP
 for its Generous Support & Hospitality!**

Future In-Person Meetings: Save the Details

2025

Midyear Meeting in Barcelona (Spain) ❖ May 15 – 16
 Annual Meeting in Austin, TX (U.S.) ❖ September 18 – 19

2026

Midyear Meeting in Melbourne (Australia) ❖ Dates TBA
 Annual Meeting in Washington, DC (US) ❖ Dates TBA