

I A C C M

E V E N T S

EMEA 2008

MAKING SENSE OF OPPORTUNITY AND RISK:
THE JOURNEY TO CONTRACTING EXCELLENCE

SEPTEMBER 22-24, 2008
ROYAL GARDEN HOTEL , LONDON

OVERVIEW

WHETHER CONSCIOUSLY OR UNCONSCIOUSLY, TODAY'S ORGANISATIONS ARE SHIFTING THEIR FOCUS AWAY FROM CONTRACTS AS A DOCUMENT AND INCREASINGLY VIEWING 'CONTRACTING' AS A PROCESS THROUGH WHICH OUTCOMES CAN BE MONITORED AND MEASURED. WE ARE ALL AWARE OF THE INCREASED RISKS THAT OUR ORGANIZATIONS FACE. BUT SMART COMMERCIAL EXPERTS RECOGNISE THAT A RISK FOCUS CAN QUICKLY TURN TO RISK AVERSION. POLICIES AND PROCEDURES THAT CONCENTRATE ON 'COMPLIANCE' AND 'STANDARDISATION' CAN ELIMINATE FLEXIBILITY AND CREATIVITY.

Top performing commercial, legal and contracts groups are those which understand the need for innovation and which enable new opportunities to be grasped. The speed of change in today's markets has made this element of our work especially demanding - but also especially rewarding. The IACCM 2008 EMEA Conference will focus on how to achieve balance in risk judgment. It will explore the organizational and operational structures that lead to success, as well as presenting a range of case studies and specific initiatives.

The Conference is broken into four sub-themes, each populated by a range of top international speakers and companies.

1. Innovation & Trends, which looks at how we can innovate and add value through creativity
2. Organization, which studies the best models for internal organization, collaboration between functions and the development of commercial skills and competence
3. Risk & Automation, which explores the latest thinking on ways to assess, evaluate and manage risk and the tools that can assist us
4. Contracting & Negotiation Practices, which dives into the meat of our work - the latest ideas on terms and conditions and negotiation practices that drive superior results

The aim of this conference is to equip our community - commercial managers, contract managers, lawyers and procurement executives - with the tools and abilities to transform their management of risk.

In the words of Mark Loughridge, Chief Financial Officer at IBM Corporation: "World class companies manage risk through headlights, not tail lights".

WHO WILL BE THERE?

Senior professionals and managers from Commercial, Contract Management, Procurement and Legal groups in many of the world's top companies and public sector organisations. Last year's EMEA event drew 250 participants from 14 countries. This year, our Americas event drew an audience of more than 400. Don't miss the premier event for anyone involved in the world of complex contracting and negotiation.

Additional information and registration information can be found on the IACCM 2008 EMEA Conference website at www.iaccm.com/emea. For special group pricing, please contact [Erin Brody at erobrody@globalexec.com](mailto:erobrody@globalexec.com) or by phone to [+1 203.403.9012](tel:+12034039012).

CONFERENCE OVERVIEW

ACADEMIC SYMPOSIUM

Commencing at 13:30 and ending at 18:00 on 22 September, 2008

MAIN CONFERENCE

Commencing at 08:30 on 23 September, 2008 and ending at 17:00 on 24 September, 2008

CONFERENCE COSTS

IACCM Individual Member - £695 (+VAT = £816.62)

IACCM Corporate Member - contact info@iaccm.com for information

Non-Member - £850 (+VAT = £998.75) it is cheaper to join!

Academic Community - £150 (+VAT = £176.25) (contact info@iaccm.com for code)

Hotel Room Rates - IACCM has secured a limited number of rooms at the discounted rate of £190 single/£210 double. Please request your accommodation whilst registering for the conference.

WHO SHOULD ATTEND?

Leaders and senior professionals from Legal, Contract Management and Sourcing / Supply Chain who:

- have responsibility for the formation and management of trading relationships and would like insights to current trends and practices in contract formation, negotiation and competitive terms;
- wish to improve the control, efficiency or effectiveness of their organization, its interfaces and associated processes;
- would like to achieve or demonstrate greater value from their work (function or personal) and find practical ways to respond to pressures for improved decision making, faster response times and improved management of risk;
- value the opportunity to gain insights from top international corporations, academic institutions, industry analysts and software / service providers, and recognize the improved understanding and ideas that are generated in a forum that embraces the key participants from buy-side and sell-side groups.

WHY SHOULD YOU ATTEND?

Traditional policies and approaches to the formation and management of contracts, negotiation and trading relationships are failing to deliver the results that businesses need. The conference will provide the rationale for why change is necessary, what benefits it can yield and practical take-aways regarding what those changes should be and how they can be implemented. This is achieved within the following sub-themes:

- Globalization (focusing on the broad business and functional impacts of the global networked economy and the way that this is driving the need for innovation and collaboration from sourcing, legal and contract management groups)
- Organization (focusing on the way that our role is changing and how this impacts what we do, how we do it and by whom it gets done)
- Risk (the need for 'business integrity' and the management of 'reputation risk' demand new techniques for its management, including the role of measurements and automation in maintaining control and compliance, while enabling 'controlled empowerment')
- Contract Terms & Negotiation (exploring what these changes mean to our core areas of activity - the role of contracts, the terms we use, the structure of contracts and the approaches to their negotiation and the management of relationships by both buy-side and sellside)

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WWW.IACCM.COM/EMEA!