

22–24 May 2024
Edinburgh, Scotland



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Programme

Tracks:

Emerging Leaders (EL) | Leaders (L)

Wednesday 22 May

17.00 - 18.15

● **Activist Leadership: Bold Strategy or Risky Business? | Joint Keynote Session with CLO Summit**

From climate change to inequality, the major crises facing society have become critical issues for business, and the world expects companies to step up. This new reality requires a new type of leader: an activist leader. Most people feel powerless when they look at the problems facing the world - but if you're a leader in a big business, you're not powerless (whether you are a CLO, a deputy GC or a senior counsel). Thinking like an activist can have a transformative impact. What are the qualities required to embrace this type of leadership? How do you convince your CEO and Board that this approach is in the best interest of the company, especially when the benefits are not easily quantifiable? In this engaging session, THE author on the topic will draw on her extensive experience to provide a roadmap for successfully implementing activist leadership, while also addressing potential pitfalls and how to overcome them. Whether you're a C-suite executive or a member of the corporate legal team, this session will equip you with the knowledge and confidence to make informed decisions about the future of your organization.

- **Lucy Parker, Senior Partner, ESG & Sustainable Business Global Lead, Brunswick Group**
- **Duncan Weston, Executive Partner, CMS**
- **Arna Grímsdóttir, CLO, HS Orka**
- **Maria Rocha Barros, Chief Legal & Public Affairs Officer, Booking.com**

Thursday 23 May

08.00 - 08.30

● **ACC Europe Annual General Assembly**

- Board of Directors' Report on activity for the period 1st September 2023 to 30 April 2024 and an update on future plans
- Approval of the ACC Europe accounts of 2023
- Approval of changes in Articles of Association
- Call for volunteers for ACC Europe Directors and Working Group members
- Any other business

22–24 May 2024
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Tracks:

Emerging Leaders (EL) | Leaders (L)

Thursday 23 May

09.00 - 10.30

● **Cloud Transformation and Key Trends in Tech and Outsourcing | EL - Roundtable**

What are the legal ramifications to the changing software landscape? Where once we were downloading on-prem software, we are now accessing Software as a Service via the cloud and instead of owning capital assets, we are now “subscribers”. We are seeing vast changes in the tech and outsourcing space driven by the hyperscalers and large tech players. This session covers key legal practice issues and developments impacting the evolving shape of deals and what that means for negotiations, including practical tips for navigating delivery risks, migration complexity and how to address minimum revenue commitment requirements that Customers are (usually) required to sign up to.

- **Miriam-Elisabeth Bosse, Head of Commercial Legal Europe, Cognizant**
- **Melina Cedron, VP & Associate Group General Counsel, Air IT, Amadeus**
- **Christophe Endell, Head of Cloud Legal Germany, Google**
- **Jan Stappers, Director, Regulatory Solutions, NAVEX**

● **Building High-Performing International Legal Teams in a VUCA-VUCA World | L - Fish Bowl**

What are the building blocks of a successful international legal team and how to recruit for superstars in different jurisdictions? Once in place, how do you upskill a team with limited budget to ensure they are performing? How can you retain them/keep them happy? This session will address challenges of remote working and different working styles/ cultural and language divides, managing expectations of US HQs vs European styles of working. What are the skills needed for the lawyers of tomorrow and changing business needs, specifically in an international environment? The aim of this session is for team leaders to be better equipped to build/expand international legal teams on a budget, and have a better understanding of the cultural challenges faced by international legal teams.

- **Sandrine Auffret, EVP Chief Legal Officer and Company Secretary, ASML**
- **David Lancelot, CLO and EVP Advocacy, LawVu**
- **Molly Moran, VP, Regional General Counsel, EMEA, Uber**
- **Martin Nolan, Chief Legal Officer & Company Secretary, skyscanner**

22–24 May 2024
Edinburgh, Scotland



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Programme

Tracks:

Emerging Leaders (EL) | Leaders (L)

Thursday 23 May

09.00 - 10.30

● **Crisis Simulation – Cyber Extortion | L - Roundtable**

Presented in cooperation with Brunswick Group

How would your company respond if a threat actor infiltrated your company, attacked your systems, and made off with sensitive company data? In this fast paced and interactive simulation, you will have a chance to help direct a fictitious company's response in a crisis simulation that will focus on the very real challenges –legal and otherwise - of managing a cyber extortion incident.

- **Mark Seifert, Partner, Cybersecurity, Data & Privacy Co-Global Lead, Brunswick Group**
- **Nicola Hudson, Partner, Cybersecurity, Data & Privacy Co-Global Lead, Brunswick Group**
- **Elizabeth Norton, Associate, Brunswick Group**

● **To Specialise or Not to Specialise: Charting Your Career Path in a Complex World | EL - Pro-Con Debate**

Most of us have pondered this question at various stages of our career: Should I specialise to advance in my career in practice areas like privacy, competition law, and IP or will I be pigeon-holing myself into something that may not translate to other opportunities? Some say that you should learn an area of law well and become the “expert” while others say that being a generalist will lead to better opportunities – who’s right? And even if you have already made your decision, what are the implications for individual career planning of each path? And what is the right “mix” of experts and generalists in a high performing team, and how should it impact the way work gets assigned? Is rotation of team members a good idea and what are the pros and cons of such an approach?

- **Paula McMullan, Career Coach for Lawyers, McMullan Associates Limited**
- **Irina Michkina, Senior Legal Counsel, Reckitt**
- **Eugenia Navarro, Strategic Consultant for Law Firms and In-House Legal Departments, LOIS Counsel**
- **Andrew Philip, General Counsel, Scottish Power**

22–24 May 2024
Edinburgh, Scotland



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Programme

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Emerging Leaders (EL) | Leaders (L)

Thursday 23 May

11.15 - 12.15 ● **Wirecard: Lessons from a Skandal by Dan McCrum | Keynote**

Investigative journalist Dan McCrum tells the wild rise and fall of a fintech chronicled in his book Money Men. With lessons for managing whistleblowing, crisis response, and internal investigations, he will show the extreme measures taken by Wirecard and the decisions by in-house lawyers that ultimately exposed the truth of a \$30bn fraud.

- **Dan McCrum, Reporter, Financial Times**
- **Nan Sato, Partner & Co-Chair of International Practice Group, Fisher Phillips**

14.00 - 15.30 ● **How to Unlock AI Efficiencies in Legal Departments: From Buzz to Best Practices | L - Fish Bowl**

AI is now the buzzword for optimising efficiency in legal teams, however many legal teams are at the start of their AI journey and Leaders are unsure about how to make the best use of it. Join us for a dynamic session exploring how you can leverage AI to enhance organisational efficiency and productivity in your team. Look into real-world examples and best practices, discovering how AI tools can transform legal departments of all sizes and industries. Gain concrete insights to enhance your team's efficiency and a clear roadmap to navigate challenges on your AI journey ahead.

- **Nasser Ali Khasawneh, Global Head TMT Sector, Eversheds Sutherland**
- **Patricia Christias, Assistant General Counsel and Head of Legal, Microsoft**
- **Douwe Groenevelt, Deputy General Counsel, ASML Holding NV**
- **Marie-Cecile Martin, Head People, Engagement, Project/Process Management & Technology, Syngenta**

22–24 May 2024
Edinburgh, Scotland



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Programme

Tracks:

Emerging Leaders (EL) | Leaders (L)

Thursday 23 May

14.00 - 15.30

● **Preparing for the Worst/Hoping for the Best: Practical Tips for Managing Investigations When Things Go Wrong | L - Roundtable**

Gain insights from GCs and experts on navigating complex investigations, exploring best practices and hard-earned lessons. The speakers will discuss their real-world experiences of spearheading sensitive and high-profile investigations, focusing on what went well and what didn't. They will delve into decision-making dynamics, the role of internal vs. external counsel, legal privilege, communication strategies, the use of technology, and implementing investigation protocols. Uncover effective interventions for addressing root causes, such as how to address toxic cultures (or subcultures) within an organisation to foster positive cultural change post-investigation.

- **Xavier Dedullen, Former Group Chief Legal Officer, Ericsson**
- **Caroline Sitbon, Assistant General Counsel, DIM**
- **Hannah Laming, Partner, Squire Patton Boggs**
- **Steve Young, CEO, Association of Corporate Investigators**

14.00 - 15.30

● **DEI: Beyond Wishful Thinking | EL - Fish Bowl**

Most companies now speak publicly about DEI initiatives, which is excellent news. As an emerging leader, what can you do to help your company in delivering concrete results? Uncover practical strategies to move diversity and inclusion from rhetoric to reality. Learn how emerging legal leaders can make DEI everyone's business, gaining insights to convince peers and management of its tangible benefits. Our diverse in-house counsels share impactful measures that transformed their legal departments, offering concrete ideas for implementation in your team.

- **Luis Martinez, Vice President ICDR, ICDR-Latin America, ADR**
- **Roel Staes, SVP Legal, General Counsel Europe, FedEx Express**
- **Sharon Thomas, Founder and Managing Director, Black Counsel Forum**
- **Anne-Sophie Tshilembe, Legal Counsel Lead, FedEx**

22–24 May 2024
Edinburgh, Scotland



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Programme

Tracks:

Emerging Leaders (EL) | Leaders (L)

Thursday 23 May

14.00 - 15.30

● **ACC Bitesize 1**

1. Negotiating Across Cultures with Confidence
 - **Yehonatan Cohen, Lead Expert/Head of Contract Negotiation and Strategy (Germany), KPMG AG**
2. Government Relations 101: How to Get Started from Scratch
 - **Steve Leroy, Founder & Senior Advisor in Public Affairs, Communications, ESG, Ezmosys**
3. How Protecting In-House Lawyers Can Save Your Company?
 - **Javier Ramirez, VP Legal & Associate General Counsel - Litigation, HP Inc.**
4. Applying the Agile Methods of Working in a Legal Setting
 - **Fiona De Kerckhove, Assistant General Counsel, SAP**
5. Future Proof Legal: Staying Ahead with Proactive Scenario Planning?
 - **Femi Thomas, SVP, Group Chief Compliance Officer, Booking.com**

22–24 May 2024
Edinburgh, Scotland



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Programme

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Emerging Leaders (EL) | Leaders (L)

Thursday 23 May

16.00 - 17.30

- **Beyond the Noise: An Intimate Conversation About the Good, the Bad and the Ugly of Advising Your Stakeholders in Implementing GenAI Tools Across Your Business | EL - Fish Bowl**

What are the best ways to approach the dynamic landscape of advising the business on Generative AI matters? This session will provide legal professionals with essential strategies for navigating the complexities of negotiating and enforcing contracts involving GenAI technologies. You will also gain a comprehensive understanding of the unique legal challenges posed by GenAI, including intellectual property, data privacy and liability considerations. The speakers will share their experience on advising the Business on the use of GenAI productivity tools (e.g., new functionalities in Microsoft, Zoom, etc.) and in making trade-off decisions balancing risks and rewards. The goal is to have an honest conversation about the different approaches taken by legal departments, where things went well and where things could have gone better.

- **Jonathan Collett, Senior Director Legal, Product & Fintech, Booking.com**
- **Karin Nordström Dyvelkov, Vice President Intellectual Property, GEA Group**
- **Carlos Pereira, Global Chief Privacy Officer, Office of the General Counsel, WTW**
- **Charles Kerrigan, Partner, CMS UK**

- **Unlocking Success: Navigating Joint Ventures to Power Business Growth | EL - Roundtable**

We will explore the critical legal nuances and strategic considerations essential for businesses engaging in joint ventures with founder-led start-ups and scale-ups. This session will delve into the intricacies of crafting effective contracts, addressing key elements such as risk allocation, governance structures, and dispute resolution mechanisms. Attendees will gain valuable insights into optimising collaboration, how to bridge cultural differences between parties, mitigating challenges, and maximising the potential benefits of joint ventures through a comprehensive understanding of contracting essentials. We will also explore alternative models to joint ventures including pros and cons of minority investments, acquisition with incentives for founders to stay on, among others.

- **Alison Gilson, Head of Corporate Scotland and Head of Edinburgh Office, Shoosmiths**
- **Nicole Olsman, Chief Legal Officer & Head of Sustainability, Linxon**
- **Paul Peake, VP General Counsel, Prosus**
- **Marielle Reints, VP, Legal and Deputy Corporate Secretary, Elastic**

22–24 May 2024
Edinburgh, Scotland



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Programme

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Emerging Leaders (EL) | Leaders (L)

Thursday 23 May

16.00 - 17.30

- **GCs of the Future: Being a Strategic Business Partner and the “Canary in the Coal Mine”. How to Meet the Evolving Expectations of the C-Suite | L - Fish Bowl**

In the current unstable geopolitical environment, the C-Suite now expects GCs to take on a broader role and not only advise on the law. This session will explore the growing influence of GCs in the strategy of the company. Is there a contradiction between being a member of the senior leadership team and holding a compliance role advising on risk (the canary in the coal mine)? Should GCs be the moral compass of the organisation? Is there a role to play for GCs in leading the vision and culture of the organisation? What is the type of data that Legal departments can bring to C-suite discussions to help in complex decision making? How to address the challenge that a lot of the risks handled by legal departments (e.g., reputation damage, culture of ethics) are hard to measure? How can GCs scale their influence across the organisation if they cannot be everywhere, and the scope of the role has only increased in the past few years? In this session, GCs and experts will share their insights, best practices and scars from advising the C-Suite on these matters.

- **Bertil Majer, Chief Legal Officer, Sitecore Schweiz AG**
- **Rosemary Martin, Chair of Council, University of Sussex, Former Group General Counsel, Vodafone**
- **Gabriella Porcelli, General Counsel, Chief Compliance Officer & Board Secretary Office, IVECO GROUP**
- **Richard Punt, Global Legal Leader, Deloitte**

22–24 May 2024
Edinburgh, Scotland



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Programme

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Emerging Leaders (EL) | Leaders (L)

Thursday 23 May

16.00 - 17.30

● **The “Insecure Overachievers”: Strategies for Prioritizing Mental Health in the Legal Profession | EL&L - Roundtable**

Join us for an insightful session that delves into a pressing issue facing today's in-house lawyers: the toll on their mental well-being. AXIOM reports a staggering 80% of in-house lawyers being stressed or burned out. But why is this the case? It's not just the ever increasing workload, it's deeply rooted in the culture of the legal profession (the "insecure overachievers"). They stem from how we are trained (detail oriented, always say "yes"), and the high pressure private practice work environment and sometimes toxic corporate working environment. Add external factors such as increased cost of living, family commitments, and concerns about world events and it's no wonder our mental health is at stake. In this session our goals are:

- Empowering you with strategies to prioritize your and your team's mental well-being, creating happier teams and enhancing performance.
- Sharing ideas as in-house leaders about how to make cultural shifts in our teams and in the industry as a whole to drive change for the better.
- Discussing the role of GCs and other legal leaders in driving change in private practice.

- **Dr T, TV Psychiatrist & Speaker**
- **Emma Jones, Senior Lecturer in Law, University of Sheffield**
- **Richard Martin, Executive Officer, Mindful Business Charter**
- **Liz Walker, Executive Coach, Hironelles Consultancy Ltd**

22–24 May 2024
Edinburgh, Scotland



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Tracks:

Emerging Leaders (EL) | Leaders (L)

Friday 24 May

8.00 - 9.00 ● **Country Representatives Breakfast**

Are you curious to learn more about local ACC Europe initiatives in your region and how you can get involved? We invite you to join the ACC Europe Country Representatives for their breakfast session at this year's ACC Europe Annual Conference in Edinburgh.

The ACC Europe Country Representatives play an important role in reaching in-house communities across the Europe region, helping local in-house professionals to connect with their peers and empowering them by providing a platform for ACC members to develop educational and professional networking spaces for their peers locally.

This is an excellent and rare opportunity for members to connect in-person with their region's Country Representative, become acquainted with the ACC community in your region, and to meet the members of this passionate, engaged, and highly connected group of European ACC representatives.

09.00 - 10.30 ● **Climbing the Career Ladder: How to Unlock Your Full Potential? | EL - Pro-Con Debate**

What are some of the best ways to advance your legal career while leveraging your strengths and personality in the face of external factors such as economic uncertainty, AI, and the offshoring of legal work? What does it mean to be "proactive" in a world where we all feel too busy? Join us for a discussion on sensitive work topics that are sometimes left for hush-hush "water cooler talks" between colleagues who are trying to figure out how to climb the career ladder and how to stay relevant when lawyering in-house in turbulent and changing times. The goal is to leave this session with practical insights into the dynamic intersection of legal acumen and business strategy, showcasing how in-house lawyers can play a proactive role in driving innovation and fostering growth within their organizations, unlocking their unique strengths along the way.

- **Jihane El Farri, MD Legal Europe, FedEx**
- **Sarah Gerritse, Deputy General Counsel & Chief Compliance Officer, Nobian Industrial Chemicals B.V.**
- **Stefan Halter, Regional General Counsel EMEA, Electrification, ABB Management Services Ltd.**

22–24 May 2024
Edinburgh, Scotland



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Friday 24 May

09.00 - 10.30

- **Dealing With Tricky Career Moments: Strategies for Success in a Non-linear Legal Journey | L - Fish Bowl**

As the world of in-house teams expands and diversifies, most senior legal leaders have followed a non-linear path to get to the top. Our panel of top professionals will give insights from their own personal experiences about how to overcome tough career moments and ensure your career (and health!) remains on track. They will touch upon issues such as how to cope (at the individual level and the narrative for the outside world) with career gaps such as being made redundant or taking time to focus on family; working in an organisation with different cultural fit/values from yours; difficult stakeholders (CEO/GC); being harassed or bored at work and navigating career changes (from industries, to different type of roles, etc).

- **Philippe Antonio, Vice President & General Counsel International, SymphonyAI**
- **John Rigau, VP, General Counsel, PepsiCo West Europe**
- **Liz Walker, Principal, Hirondelles Consultancy Ltd**

- **ESG in Practice: Legal Challenges in Supply Chain Management | EL - Roundtable**

We will examine the crucial role of legal advisors in guiding internal stakeholders through Environmental, Social, and Governance (ESG) considerations, with a specific focus on supply chain management. This session will provide an overview of the legal frameworks and compliance obligations surrounding sustainable and responsible business practices, offering strategies to mitigate risks and enhance ESG performance. Attendees will gain actionable insights into how to partner with the business on adopting ethical supply chain practices, ensuring compliance, and fostering resilience in an era where ESG standards are integral to corporate success.

- **Mark Maurice-Jones, General Counsel UK, Nestlé**
- **Anca Plovie, Lead ESG Counsel, Nokia**
- **Ford Shanahan, General Counsel, Bally**
- **Valérie van den Berg, Litigation Partner, Pinsent Masons**
- **Arielle Visson, Senior Legal Counsel Sustainability and Product Compliance, Tetra Pak**

22–24 May 2024
Edinburgh, Scotland



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Friday 24 May

09.00 - 10.30

- **Brain @ Work: Practical Neuroscience Keys to Creating a Culture of Wellbeing and High Performance | Keynote**

In this high-energy interactive Keynote, Dr T will expose the 3 biggest 'Brain Villains' that attack the wellbeing, innovation and human performance in organisations and how we can overcome this in the workplace. Learn how to navigate burnout, increase mental clarity, boost human efficiency and enhance results!

- **Dr T, TV Psychiatrist & Speaker**

11.15 - 12.30

- **ACC Bitesize 2**

1. Legal Department's Budget: How to Convince Your CFO/CEO to Give You Money

- **Dave Hart, Head of Legal Affairs, Europe & Latam, Ericsson**

2. What Would the Future of Compliance Look Like?

- **Russell Hunter, Head of Legal & Regulatory Compliance, Clear Channel International**

3. Humanistic Productivity: A GC's Personal Journey

- **Maria Rocha Barros, Chief Legal & Public Affairs Officer, Booking.com**

4. Probono for Legal Departments

- **Aurélie Jaspers, Legal Counsel, WTW**

5. "Side" Strategic Projects to Grow Legal Departments' Influence Beyond Borders?

- **Carmelo Fontana, Senior Regional Counsel, Google**

22–24 May 2024
Edinburgh, Scotland



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Programme

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Emerging Leaders (EL) | Leaders (L)

Friday 24 May

11.15 - 12.30

● **Equality or Equity? Unveiling Organisational Blind Spots: Exploring the Impact of Cultural and Contextual Variations on Gender Equality | L - Fish Bowl**

Join us for a dynamic discussion on overcoming unconscious bias and dismantling glass ceilings for women in legal leadership. Explore the role of female GCs in strategic decision-making, addressing challenges and opportunities. Engage in a brainstorming session for cross-industry insights on achieving equality and inclusion, with a focus on empowering global counsels to contribute effectively to company boards.

- **Mitzi Berberi, Chief Legal Officer, kiwi.com**
- **Carolyn Herzog, Chief Legal Officer, Elastic**
- **Femi Thomas, SVP, Group Chief Compliance Officer, Booking Holdings Inc.**

● **Future of Work: 2024 – Evolving Trends in the Landscape of the Workplace | EL - Roundtable**

As the “Great Resignation” and “Quiet Quitting” trends - combined with hybrid work models and varying office attendance (with huge swings from “work from anywhere” to “come to the office at least X times”) - the past 3 years have brought a lot of changes to the future of work. In Europe, where companies seek uniformity across globally dispersed teams, challenges arise from the lack of harmonisation in employment laws, divergent stakeholder interests, and a surge in employee activism. In this context, in-house lawyers can play a crucial role in helping companies navigate this complexity in a constructive way. What are some of the strategies for managing multiple Works Council and building relationships with employment bodies and unions? How can legal issues, raised by working from home in Europe, be addressed, and is the “hybrid way of working” effective? What is the role of the Legal department in supporting the culture and wellbeing in the workplace against this landscape? How can Legal and Internal Communications collaborate? How have Legal teams driven positive change in response to these workforce trends?

- **Chris Cooper, Associate General Counsel, Meta**
- **Daniel Hayter, Managing Director & Vice President, Axiom Law**
- **Janneke van der Kroon, Senior Director, Employment Law & Global Head of Litigation, Booking.com**
- **Adrian Vazquez, Counsel, Employment Legal EMEA, Uber**

22–24 May 2024
Edinburgh, Scotland



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Programme

Tracks:

Emerging Leaders (EL) | Leaders (L)

Friday 24 May

11.15 - 12.30

● **Strategic Advocacy: Navigating Corporate Politics Through Effective Communication | L - Fish Bowl**

As the role of the GC broadens, it is becoming increasingly important for legal leaders to adapt their communication style to different stakeholders across the business and externally. This includes knowing how to read mood music in the boardroom/executive area, knowing when to speak up and when/how to listen, and how to flex your communication style to match your audience. This session is about becoming a skillful communicator, learning how to weave storytelling into your style, and how to have the greatest impact as a legal leader.

- **Adrian Goss, General Counsel, Bauer Media Audio and UK Publishing**
- **Mark Hypolite, Legal Director and Assistant General Counsel, Wolters Kluwer**
- **Steve Leroy, Founder & Senior Advisor in Public Affairs, Communications, ESG, Ezmosys**
- **Saskia Mermans, General Counsel, KBC**

12.30 - 13.30

● **Hostages and Negotiators: Translating High-Stakes Tactics into Business Success | Keynote**

Hostage negotiations are high stake business deals, usually conducted with unsavoury characters in a difficult context against the backdrop of a life at risk.

This session is the story of my over 30 years of experience as an accredited hostage negotiator both in the public and private sectors. I will outline the transferable techniques and skills used in my world of work and explain how they relate to the realities of business life. The takeaways will be a series of practical tips that can enhance personal communication skills and contribute to successful negotiations.

- **Suzanne Williams, International hostage negotiator and former Head of Scotland Yards**

22–24 May 2024
Edinburgh, Scotland



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Technology Center Sponsor Sessions

Thursday 23 May

10.35 - 10.55 ● **DiliTrust - Practical Use Cases of AI for Corporate Legal Departments**

Artificial Intelligence (AI) is a powerful technology, yet many corporate legal departments struggle to identify the right use cases and apply it efficiently and compliantly. DiliTrust, a leading legal tech provider, offers AI solutions tailored to your legal department. We demonstrate specific use cases showing how AI can optimize cross-functional workflows for contract management, legal entity management, and board meetings.

10.55 - 11.15 ● **Mercator® by Citco - Entity management: Taking control in the era of uncertainty**

In the era of uncertainty, against a backdrop of evolving geopolitical, economic, legal and regulatory issues and where corporate responsibility and accountability is paramount – Entity Management is fast moving up the board room agenda.

However, Entity Management today goes beyond mere administrative tasks and handling a few filings around the world. It is a modern-day logistical nightmare. Join the pioneers of entity portfolio management for a session looking out how technology is empowering in-house teams to take back control.

12.30 - 12.50 ● **Luminance - Revolutionising the Entire Contract Lifecycle with 'Legal-Grade' AI**

See a live demonstration of Luminance's next-generation AI for the generation, negotiation and analysis of contracts. From Hitachi to BBC Studios, AMD to LG Chem, learn why 600+ organisations in 70+ countries are adopting Luminance's AI to automatically mark-up counterparty contracts in a single click, manage risk and ensure compliance with our AI-powered contract repository, and enable instant Q&A for both pre- and post-executed agreements with a first-of-its-kind legal chatbot.

12.55 - 13.15 ● **Conga - The Everyday Reality of Using a Contract Management Tool**

Get insights into how Conga's legal team uses its contract lifecycle management (CLM) tool internally to drive efficiency, compliance and innovation across the business. To learn more about Conga solutions, visit our stand A3.

13.20 - 13.40 ● **ELTEMATE - Legal Tech and AI**

AI has the potential to revolutionize the way legal services are delivered. During this session, we will be covering established use cases for legally refined and customized generative AI, and cutting-edge AI-powered regulatory updates.

22–24 May 2024
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Technology Center Sponsor Sessions

Wednesday 22 May

15.30 - 15.50 ● **RPost - AI Session: Entering a Wave of Cybercriminal Impostor Chaos the World has Never Seen**

AI is everywhere. This session will discuss the difference between Left Brain AI, and Right Brain AI, and preview what is coming (not in years, but in months) that will blow your mind. Rather than repeating the newfound cliché that AI will create incredible propaganda and investment opportunities, in this session we will provide a futurist (not way in the future but in the future this year) perspective of what the world will look like considering the ability of AI to digitally “clone” you, your supplier seller, your customer buyer, your client, your mentor, your hero, or your adversary. We will present real-world examples of AI use for the good guys and AI use by the dark side. As Warren Buffet remarked at his recent annual meeting: “Obviously, AI has potential for good things too, but based on the one [deep fake scam] I saw recently, I practically would send money to myself over and over to some crazy country.” Buffet went on to say, referring to AI-enabled scamming, “It’s going to be the growth industry of all time.”

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